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$4.00 DECEMBER 1982

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UNTAPPED AD REVENUE: CATALOG INSERTS

SHARPENING YOUR CIRCULATION SOURCE EVALUATIONS

SHOPPING FOR AN IN-HOUSE COMPUTER SYSTEM

1982 FACE TO FACE: SPECIAL COVERAGE

PROFILES: WILLIAM GOROG, MPA'S NEW PRESIDENT
RUTH WHITNEY OF GLAMOUR

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DECEMBER 1982 VOL.11 NO.12

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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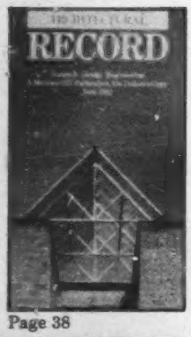

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Lessons from the '82 recession

By Barbara Love

The recent recession has forced most publishers to take a hard look at their operating procedures. Some have done better than meet the challenge—they've found opportunity. Page 59.

Sharpening circulation source evaluations

By David H. Foster

At a time when magazine profit goals depend increasingly on circulation performance, circulation source evaluation has become essential to strategic planning. Page 70.

Shopping for an in-house computer system

By Gail Snyder Noyes

Purchasing your own in-house computer is a risky undertaking, requiring a major commitment of resources. The author, a veteran of a successful computer acquisition, offers some solid advice for those in the market. Page 79.

Special coverage: Face to Face 1982

A special collection of highlights from seminars given at FOLIO's annual conference, held last month at the New York Hilton. Page 84.

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Letters

Praise for salary survey

Congratulations on Barbara Love's editorial survey in the August FOLIO.

We found this very comprehensive and obviously the most complete study that we have ever seen on editorial salaries.

We thank you, and you should be congratulated. Keep up the good work.

Robert L. Edgell
Chairman
Harcourt Brace Jovanovich Publications
New York, N.Y.

. . . and August cover

Love your August cover!

The subject, the art, the title—it's all great. It's the most striking cover I've seen on a professional or trade magazine in years.

Commendations to you and Steve.

Bernard Weiss
Bernard Weiss & Associates
Stamford, Conn.

Great cover for August. Absolutely great.

My regards to Steve Phillips if he is sharing the magic you are up to there.

John Brady
Editor
Boston Magazine
Boston, Mass.

Trend Report corrections

I was pleased to see that *Business Week* was one of the selected consumer magazines in your latest article concerning the past 10 years (September 1982, page 60). Unfortunately, some of the figures shown for *Business Week* were incorrect.

In 1981, *Business Week* worldwide was separated into *Business Week* and *Business Week International*. With separate listings in sources such as *SRDS*, there have been situations where our statistics have been misquoted.

Specifically, the table on page 82, Circulation/Consumer Magazines, shows only the domestic circulation in 1982. According to *SRDS*, the total circulation for *Business Week* in 1982 was 875,966. This is a 20.1 percent change over the comparable number shown for 1972.

The error in the 1982 circulation resulted in similar misstatements in the table on page 73, Advertising/All Magazines. While the 1982 page rates are correct for the worldwide edition, the CPMs were calculated on only the domestic circulation. The correct one-time B&W page rate CPM is $26.39 in 1982. The one-time four-color page rate CPM is $40.12.

Kenneth R. Graham
Circulation Director
Business Week
New York, N.Y.

There is a series of errors in the percent editorial for 1980 in your 10th Anniversary Trend Report (September, page 92). *Glamour, Harper's Bazaar, Mademoiselle* and *Vogue* have been assigned the figures for the four magazines following them in *Hall's Magazine Reports* (*Apartment Life, Architectural Digest, Better Homes & Gardens* and *House and Garden*).

The Trend Report is most interesting. I'll undoubtedly refer back to it in the months to come.

Martha Murray
Marketing Director
Glamour
New York, N.Y.

Editor's note:
The figures appearing in this chart were the ones supplied to us. The correct figures for 1980, according to Hall's Magazine Reports, *are:* Glamour, *44.3;* Harper's Bazaar, *51.1;* Mademoiselle, *46.7;* Vogue, *40.5.*

Your recent September issue (page 73) offered a comparison of 1972 and 1982 page rates and CPMs for major magazines.

While *Playboy Magazine* almost always finishes in the money in the races it enters, I'm having a bit of trouble in trying to justify why there is such a wide 4-color page CPM advantage between us and the bulk of the field. Did the handicapper make a mistake?

It is also interesting to find a triple "dead-heat" among *Reader's Digest, Redbook* and *Sports Illustrated*. Could this be some sort of conspiracy?

Seriously, I could use your help in understanding how the CPM levels were derived and what possibly went wrong.

Edward Tashjian
Vice President-Marketing Services
Playboy Magazine
New York, N.Y.

Editor's note:
The correct figures for this chart are as follows:

Playboy—1982 4-color CPM, 10.58; percent change of 4-color page rate, 43.

Reader's Digest—1982 B&W page rate, 81,300; 1982 B&W CPM, 4.33; percent change of B&W page rate, 58.2; 1972 4-color page rate, 61,765; 1972 4-color CPM, 3.24; 1982 4-color page rate, 97,700; 1982 4-color CPM, 5.21; percent change of 4-color page rate, 58.

Sports Illustrated—1972 B&W page rate, 14,660; 1972 B&W CPM, 6.54; 1982 B&W page rate, 34,720; 1982 B&W CPM, 14.38; percent change of B&W page rate, 136.8; 1972 4-color page rate, 18,470; 1972 4-color CPM, 8.25; 1982 4-color page rate, 54,165; 1982 4-color CPM, 22.43; percent change of 4-color page rate, 193.

UPDATE

Production

New shipping assoc. expected to save publishers time, money

Chicago—Forty-two publishers and printers gathered in Chicago to form a new association that, they hope, will reduce shipping costs and speed magazine delivery. The group, Publication Shippers Association (PSA), is a non-profit shipping pool.

Among the 42 magazine publishing companies and printers represented at the first PSA meeting were Cahners Publications, Conde Nast Publications, *Family Circle*, Hearst Magazines, Larry Flynt Publications, McGraw-Hill Publications and Penthouse Publications.

PSA consolidates shipments of magazines, books, paper and other printed matter produced by its members for delivery to major distribution points throughout the United States. Shipments are pooled to 16 bulk-mail centers, 35 break-up agents and 150 wholesalers around the country, according to Leonard Lewensohn, a transportation attorney with experience in running shipping associations, who acts as executive director of PSA.

Although actual savings to be realized by a publisher using the new association are hard to compute, Lewensohn said, the cost of shipping by PSA could be 25 percent to 40 percent lower than the cost of using a common carrier.

PSA is open to publishers and printers from all parts of the United States, but those located in the central-states area will be particularly benefited, Lewensohn believes.

PSA's Chicago location, because of its centrality and the volume of traffic passing through it, offers an ideal rate and service base, according to Bill Harbutt, traffic manager of Penthouse Publications and a board member of PSA. Further, PSA will enable publishers to achieve better mailing rates for their publications: A publisher can enter his magazines in Chicago and avoid high zone rates that are incurred when mailing through many zones coast to coast.

By consolidating their shipments with those of larger or commercial printers or with those of publishers shipping to the same destination, the small printer or publisher increases his speed of distribution and cuts his costs. To facilitate these savings, a regular schedule of shipping dates for trailer loads to different destinations is planned, Lewensohn said.

There is no cost to join the PSA, but only members are permitted to ship through the association, Lewensohn added. The association is organized through Managers, Inc., a management company that runs other freight consolidation groups, and which provides PSA with equipment and warehouses.

Publishers paying for non-conformity to SWOP standards

Phoenix—Publishers should institute better procedures for inspecting film sent to the printers, or they will end up paying for their suppliers' and their advertisers' suppliers non-conformity to SWOP specifications, industry observers suggest.

According to Raymond Mazza, manager of customer technical services for W.A. Krueger Company, as much as 50 percent of film arriving at the printer does not conform to specifications. Nine times out of 10, he says, the changes needed are color correcting.

These corrections can vary in cost, depending on the type of error and the type of correction. Dot etching, for instance, is costly. According to Jeffery Parnau, publishing consultant, dot etching should be avoided because it involves altering the supplied film and can entangle the publisher in arguments about whose fault the mistake actually was.

In some cases, corrections can be made through contacting, which can cost as little as $15 a color. This involves sharpening or spreading dots to alter the amount of color absorbed.

Another technique, known as celloing, can be done on press without

Changes in printers' revenues from magazines and periodicals, 1972-82

	1972* Dollars (millions)	Percent of total	1982** Dollars (millions)	Percent of total
Gravure	$ 206.8	16.4%	$ 800	16.3%
Letterpress	424.3	33.6	700	14.3
Offset	631.6	50	3,400	69.4
Total	$1,262.7	100%	$4,900	100%

*Census of Manufacturers, Bureau of the Census, Vol. II, Chapter 27B, table 6A

**Estimated

Source: Bureau of Industrial Economics, U.S. Department of Commerce

From 1972 to 1982, printers' revenues from magazines and periodicals are expected to increase fourfold—from $1.2 billion to an estimated $4.9 billion.

According to William S. Lufquist, publishing analyst at the Bureau of Industrial Economics, U.S. Department of Commerce, the jump to $4.9 billion represents a "fairly good growth rate even with inflation."

Information supplied by the Bureau of Industrial Economics documents the shift to offset and away from letterpress in the last decade. Offset increased its share of total magazine and periodical printing from 50 percent to almost 70 percent, while letterpress' share of the total business declined from 33.6 percent to 14.3 percent.

C39351 1/6/83

Folio:

$4.00 JANUARY 1983

THE MAGAZINE FOR MAGAZINE MANAGEMENT

PRODUCTION:
COPING WITH LATE ADS • 1983 PAPER PRIMER
IN-HOUSE PREP: SAVE TIME & MONEY

PROFILES: PAIGE RENSE OF
KNAPP COMMUNICATIONS
GEORGE GREEN OF THE NEW YORKER

LATE ADS
Not Talking About Them Won't Make Them Go Away

Unfortunately, this is a true story.

Not long ago, we received a letter from a distraught production manager, written in response to a recent article. Facing a tidal wave of late ad insertions and copy changes, she foundered in a sea of discarded imposition sheets, hopelessly late to the printer. She is not alone in her plight. An estimated 10,500 production executives face late ad crises each week. This is not fiction. It's real.

And it could happen to *you*.

But you can fight back.

How? Read in this issue how successful publishers cope with this perennial headache.

Or…help a worthy cause and run ads that look like this.

THE CHOICE IS YOURS

Ad Cancel A public service of this publication and The Advertising Cancel.

Late Ad Campaign
Magazine Ad No. F-125
4 5/8" x 5" (133 Screen)

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JANUARY 1983 VOL.12 NO.1

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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Management

Agency, ad execs critical of magazine trade ad content . . . Take steps to stop bad credit, late ads from getting in. Page 6.

Production

Latest electronics could cut pre-press time by 90% . . .'Carefully examine typesetters' interface claims': Romano. Page 16.

Circulation/Subscription

Five disadvantages to each fulfillment option outlined. Page 26.

Advertising Sales

Agencies decry rampant rate breaking, urge end to 'deals' . . . 'Don't overlook creatives in ad sell,' agency exec advises. Page 32.

Editorial

'Good interviewers don't leave gracefully,' says *Playboy* editor . . . 'Editors make best marketers of their publications'. Page 42.

Circulation/Single-Copy

'Cash advances reflect national distributor's outlook on magazine' . . . Wholesalers explain how to deal directly with them. Page 48.

Magazine Watch

Fifteen new magazines introduced. Page 52.

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FEATURES

Coping with late ads

By Jennifer Howland

Late ads cause headaches—but they also bring in revenue. Consequently, publishers have developed a variety of techniques to ease the strain caused by latecomers. Page 68.

In-house prep: New techniques save time and money

By Jeffery Parnau

Any publisher who owns a litho camera and takes the time to learn a few unconventional techniques can cut back on production turnaround as well as on prep invoices. Page 75.

The 1983 Paper Primer

By Hilmer Stark

Today's paper market is very different from the market of 10, or even five years ago. Here's a guide to buying intelligently. Page 83.

Repositioning *Rolling Stone*

By John Skipper

How can a magazine recover when circulation stalls and advertising begins to fall? The *Rolling Stone* story is a case in point. Page 90.

On time: The basics of delivery

By Bishop Nowotnik

Good distribution planning is now more important than ever for magazines. Here are the basics. Page 109.

Point of View

Achieving magazine brand personality. By Miles E. Ludwig. Page 66.

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George Green of *The New Yorker*...64

Cover design: Steve Phillips Design, Inc.

First, potential buyers are more apt to follow through with a magazine purchase at a newsstand if they see a cover line that they've heard about from other media.

Second, when a potential subscriber, "constantly sees a magazine's name in the news, he will react more favorably to direct mail."

Third, there is the opportunity to attract ad sales. In Greene's opinion, this is specific for those advertisers "sitting on the fence." In other words, frequent mention of your magazine in the media could be the deciding factor needed to wrap up the sale of an uncertain advertiser.

What ideas are of interest to wire services? Subjects or stories Greene has found successful include articles involving trends or predictions, seasonal items (Halloween, Christmas, New Year's Day, and so on), famous personalities, the "oddball" subject and stories that contain information contrary to general wisdom, "particularly if it's said by a recognized expert."

It's often necessary, Greene noted, to go through every paragraph of a magazine article to discover the newsworthy item. He cited a news release taken from about 350 words of an 8,000-word article that appeared in *Ladies' Home Journal* and was carried by the wire services.

Greene cautioned that the length of a press release is very important. He recommends about 225 words because "You don't want to give away what you ultimately want someone to buy."

Magazine readership not suffering among CompuServe users

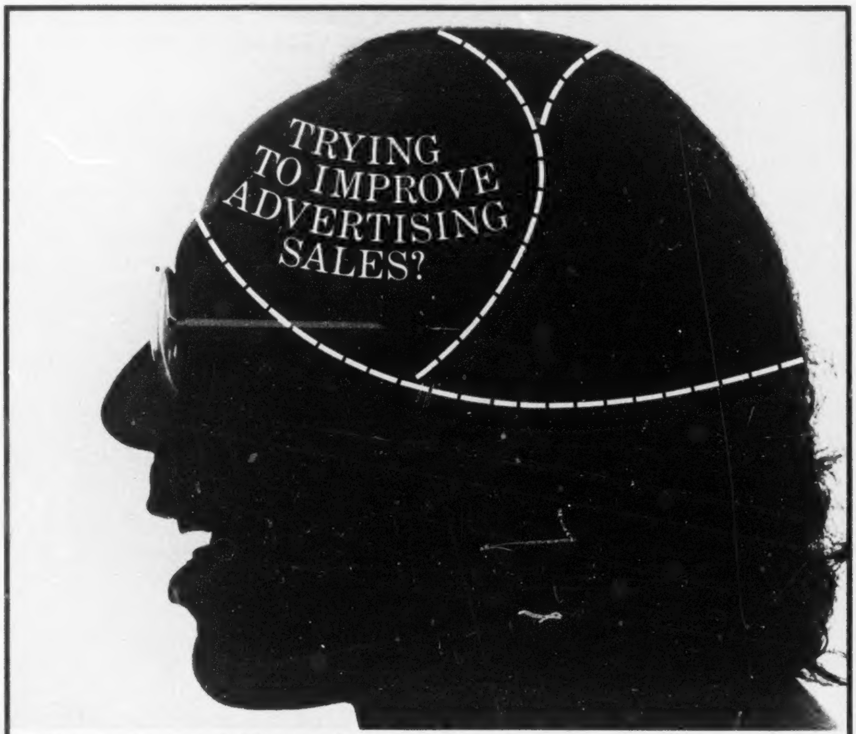
Fair Lawn, N.J.—The electronic media's potential to negatively affect magazine readership is continually debated among publishers. One of the first available studies of the reading habits of consumers who subscribe to a service that electronically delivers information to their homes indicates that magazine readership is not suffering. In fact, some readers are now spending more time with magazines than they did before they subscribed to the electronic service.

The study, a report on subscribers to CompuServe Information Services (CIS), shows that 13 percent of the 502 persons surveyed in 1981 "now spend more time with magazines." Of the 1,340 persons surveyed in 1982, 11 percent said they now spend more time with magazines. During the same years, a majority of the persons questioned indicated that their magazine reading habits remained unchanged. Only 9 percent said they now spend less time with magazines (see chart).

Although the statistics on subscribers to CompuServe demonstrate little negative effect on magazine readership, the study cautions that there is a "potential for such services to have a significant impact."

The report states that because people who use computers at home to access information are also well above average in the number of magazines they read, the "potential for cannibalization of magazine readership appears possible and could become more probable by the further inclusion of magazine-like features on CompuServe-type systems."

The study was conducted by RMH Research Inc., Fair Lawn, New Jersey, for the Associated Press, 11 newspapers and CompuServe Corporation. Known as the "AP/Newspaper/CompuServe Experiment," the study's goal is to provide information



Sometimes skilled help is needed...

to analyze a rate structure or revenue stream, revise an incentive plan, script a presentation, or produce a media kit. Or even to revise a marketing plan, establish a training program, or restructure a marketing department.

Whether your publication is a magazine, a newspaper or a directory... whether it serves consumers, professionals or farmers... whether circulation is large or small... we at Periodical Studies Service have worked on similar publications frequently enough to be immediately useful in your advertising growth.

For more than six years, Periodical Studies Service has been developing advertising sales for all types of publications. We would be pleased to answer inquiries regarding advertising sales growth quickly and confidentially.

Call or write:
David Z. Orlow or Morton Grossman
Periodical Studies Service
16 West 56th Street, New York, NY 10019
(212) 586-3606

Comparative amount of time CompuServe subscribers spend with magazines

	1981	1982
Base = Total respondents	502	1340
Now spend more time with magazines	13%	11%
Now spend less time with magazines	9%	9%
Now spend same amount of time with magazines	74%	78%
No response	3%	2%

Source: CompuServe Subscriber Survey: 1981 & 1982, RMH Research, Inc.

for the three participants on consumer reaction to an electronically-delivered news, information and entertainment product.

CompuServe, through its CompuServe Information Services division, provides a database to subscribers with home computers via a telephone hook-up. Users can tap into information available from business and financial services and newspapers. Some of the other features offered by CIS include the ability to view recipes, play video games and communicate with other subscribers.

Nine-month magazine ad revenues up 6.4%

New York City—Advertising revenues of the current Publishers Information Bureau members for the first nine months of 1982 totaled $2,386,968,769, an increase of 6.4 percent over the same period in 1981.

However, ad pages for the nine month period fell by 1.1 percent, as compared with the same period the year before, to a total of 85,843.98.

Of the 116 magazines reporting, 88 increased their revenues during the first nine months of the year, and 39 showed an increase of at least 20 percent.

Revenue leaders for the first nine months included *Time, TV Guide, Newsweek, Sports Illustrated, People Weekly, Business Week, Good Housekeeping, Family Circle, Better Homes and Gardens* and *Reader's Digest.* Of these, the magazines showing the largest percentage gains for the first nine months of 1982 were *People Weekly,* which had a revenue increase of 19 percent, to $107,804,038; and *Family Circle,* which posted a revenue increase of 17 percent, to $73,330,074.

Of the top 10 magazines in revenue, two showed losses: *Reader's Digest,* which was down 7 percent, to $69,972,432; and *Newsweek,* which also posted a 7 percent decrease, to $129,573,220. *TV Guide,* with revenues of $168,649,289, showed no change from the previous year's nine-month period.

The magazine category showing the top revenue gain for the nine-month period was Fashion and service, with a 14.4 percent increase. This was followed by Outdoor and sports, with a 12.9 percent gain.

Green re-elected MPA chairman

Dorado, Puerto Rico—George J. Green, president of The New Yorker Magazine Inc., was re-elected chairman of the Magazine Publishers Association at the annual meeting here in October.

Also re-elected were Jack D. Rehm, president, Meredith Corporation's Publishing Group, as vice chairman; Raymond Eyes, president and publisher, The McCall Publishing Company, as treasurer; and John Beni, president, Gruner + Jahr USA/Publishing, as secretary.

William G. Dunn, publisher, U.S. News & World Report, Inc., was newly elected to the MPA board of directors.

Magazines' trade ads

(Continued from page 6)

agreed with Caffrey that most of the advertising for magazines is "not visible. A great deal of it is the same," he said.

"All the ads have these bar charts; all of them show the magazine as number one," he continued. "Then you study the ad, you find out the magazine is number one in some uninteresting point, nothing that counts."

In Naquin's view, all a magazine can expect to do with trade advertising is to convey the image it wants and try to get advertisers excited about the editorial and the type of audience the magazine reaches. "We don't need numbers if we're not even interested in the magazine," he said. "We'll get the details face to face with salespeople if we're interested, motivated."

Magazines should do with their advertising what Chanel tries to do, according to Naquin. "We use ads to attract a great deal of interest and attention," he said. "We try to get people to the counter, to the point of purchase. Then we give the customers the details. We don't try to give the details in the ads.

"We all are in the advertising business," he added. "We're all talking to each other. It seems to me magazines should know how to do this better, create stronger ads."

When asked individually what magazine trade advertising they thought was effective, two mentioned the *U.S. News & World Report* "No-frills" campaign, which ran three years. Trade advertising by Time Inc. magazines and *The Wall Street Journal* was also cited.

Medical Economics former president dies

Old Saybrook, Conn.—William L. Chapman, former president of Medical Economics Company Inc., died in October at the age of 68.

Chapman, who succeeded his father, William L. Chapman, as president of the company in 1960, remained chief executive officer until his retirement to Old Saybrook, Connecticut, in 1973. The elder Chapman was co-founder of *Medical Economics* magazine in 1923.

The Medical Economics Company, a subsidiary of International Thomson Organization Ltd., also publishes *RN* and *Physicians Desk Reference.*

Russell Hughes, printer, dies

Ephrata, Pa. —Russell C. Hughes, who built three printing corporations, died October 28 while working at his desk. Hughes, who was 89, was chairman of Monroe Printing Company in East Stroudsburg, Pennsylvania, which handles business magazines; Science Press, Ephrata, Pennsylvania, a high technology manufacturer and compositor of short-run journals, catalogs and fine arts literature; and Specialty Printers, Scranton, Pennsylvania, a manufacturer of perforated stamps and other related products.

Hughes was part of the publication printing and composition evolution which resulted in today's computerized, automated systems for staff believes it needs 100 percent direct request in order to sell pages, then everyone must recognize that this is very expensive, and that a high percentage of coverage of the universe is next to impossible."

'Insist on control of circulation wording on rate card'

New York City—The circulation director, not the advertising department, should have control of how circulation is cited on a magazine's rate card, contends E. Daniel Capell, circulation consultant and publisher of *Capell's Circulation Report.*

Speaking at a FOLIO Face to Face Publishing Conference & Exposition seminar on circulation management, Capell said that because the circulation director is responsible for delivering whatever is promised in the way of circulation on the rate card, he or she should be the one to determine how the card's circulation statement is worded.

"How your rate card statement is worded—the use of 'net paid' versus 'guaranteed,' for example—is crucial," he stressed. "The circulation director should never see the rate card for the first time when it's in its final preparation stages or is already printed—he should be actively involved in the circulation aspect of it from the start."

Rigidly worded circulation statements, or ones that make unrealistic promises, can severely restrict the circulation director's options, Capell explained—and flexibility is essential to effective circulation management because of the ever-changing nature of any magazine's circulation picture.

The tendency of those in ad sales is, naturally, to word the rate card's circulation statements as strongly as possible to aid their sales efforts, Capell noted. As a result, he said, some magazines' rate cards make circulation guarantees, effectively forcing the circulation directors to choose courses of action that will ensure making those guarantees over the short term. Instead, they should have the flexibility to take creative, reasoned risks that contribute to a healthy circulation over the long run, Capell asserted.

"Any circulation guarantee on the rate card is bad," he said. "Some rate cards I've seen even guarantee circulation for every issue—and that really puts the circulation director into a box.

"In truth, ad sales can live with a lot of different ways of wording circulation on the rate card," Capell

Publication delivery box score
Ordinary second class and controlled circulation publications
July through September 1982

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	later
Composite % (Including other U.S. cities not listed below)	23	11	32	21	12	1
Boston (Area 021)	34	13	13	27	13	0
New York City	7	15	37	26	15	0
Buffalo	66	0	17	0	17	0
Pittsburgh	44	20	32	0	4	0
Philadelphia	32	9	27	18	14	0
Washington, D.C.	9	50	33	8	0	0
Atlanta	26	16	37	5	16	0
Miami	32	30	30	4	4	0
Memphis (Area 381)	40	30	30	0	0	0
Cincinnati	27	13	47	13	0	0
Detroit	7	8	54	31	0	0
Milwaukee (Area 532)	15	6	56	17	6	0
Minneapolis	11	11	78	0	0	0
Chicago	10	16	68	3	3	0
New Orleans	15	14	43	14	14	0
Dallas	32	10	29	24	5	0
Houston	20	40	30	5	5	0
Denver	28	5	48	19	0	0
Salt Lake City	0	0	0	100	0	0
Los Angeles	16	8	41	19	16	0
San Francisco	36	16	32	5	11	0
Seattle	45	14	27	5	9	0

Source: Red Tag News Publications Association, Inc.

Publication delivery monitoring for this quarter shows that overall service (see composite percentages) was virtually the same as for the second quarter of this year. Cities that received some of the best service for the period (those having 60 percent or more of mail delivered at USPS service standard or better) included Buffalo, Pittsburgh, Miami, Memphis (Area 381) and Houston. Cities receiving some of the poorest service (60 percent or more mail delivered from one- to three-days late or later) included Cincinnati, Detroit, Milwaukee (Area 532), Minneapolis, Chicago, New Orleans, Denver, Salt Lake City and Los Angeles.

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

JAN WHITE ON THE ART/EDIT RELATIONSHIP
THE ANATOMY OF A REDESIGN
GREAT DESIGN ON A TIGHT BUDGET

ADVERTISING TO ADVERTISERS

PROFILE: JOSEPH FUCHS OF MADEMOISELLE

DESIGN:

4 SPECIAL ARTICLES
EXAMINE DESIGN
THEORY AND CRAFT

FEBRUARY 1983 VOL.12 NO.2

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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'You *have* to take liberties with quotes,' editor asserts . . . Incentive program brings copy in ahead of deadline . . . 'Editors should be merchants': Hearst's Maurer. Page 5.

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Advertisers irked by level of magazine rate hikes in 1983 . . . Ad revenue growth for '83 expected to rise slightly . . . Publisher's emphasis on 5x rate breaks tradition. Page 9.

Management

Magazine and cable network agreement aids subscription drive . . . *Farm Journal* now up to 1,106 versions—more to come . . . Two anniversary issues better than one, *Esquire* believes. Page 19.

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Agency media exec hits magazines' lack of circulation growth . . . 18 small magazines expand audience at low cost with catalog. Page 26.

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Strength of dollar pummeling U.S. magazines overseas . . . Independent booksellers rate magazines . . . Page 33.

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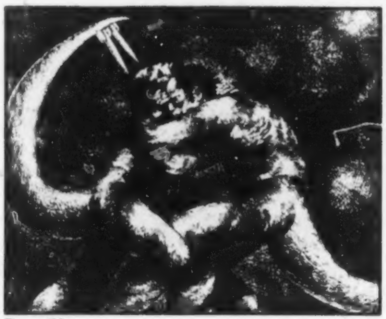

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Newsworthy cow
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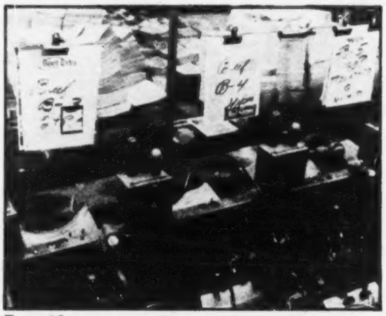

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FEATURES

The anatomy of a redesign

By Howard R. Klein

As this case history demonstrates, redesigning a magazine is a methodical procedure requiring the close cooperation of editor and designer. Page 56.

Words and pictures

By Jan V. White

A good art/editorial relationship enables a magazine to achieve its potential for powerful communication. Turning the two halves into a whole is no easy task, but when it works, the product sparkles. Page 65.

Great design on a tight budget

By Greg Paul

A beautifully designed magazine need not cost a fortune. A talented designer using the right sources for artwork can work wonders, even on a limited budget. Page 73.

The 'electronic' art director

By John Peter

The long-predicted electronics for the editorial and art departments are here, and they are changing the look of our magazines as well as the nature of our jobs. Page 83.

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Page 95.

Point of View

Don't overlook TV sub sales
By Ed Condon........................Page 45.

Profile

Joe Fuchs of *Mademoiselle.* Page 49.

Behind the lines

Andrew Heiskel looks back on Time Inc.'s record on launches. Pat Carbine talks about the *Ms.* image. Valerie Salembier on the last days at *Inside Sports.* Page 42.

Cover design: Steve Phillips Design, Inc.

Advertising sales

Advertisers irked by level of magazine rate hikes in 1983

New York City—Advertisers are irked by what they consider higher-than-necessary 1983 magazine rate increases, claims Ken Caffrey, senior vice president, Ogilvy & Mather, who recently addressed a group of investors.

Caffrey singled out the magazine industry for implementing ad rate increases which are not in line with the business situation of their advertisers. Retailers can't increase ad budgets just because the media need more money to make their profits, he told attendees of the Paine Webber Mitchell Hutchins annual "Outlook on the Media" conference.

"We see the print industry putting out rate increases between 8- and 10 percent for 1983, and yet we read in *The Wall Street Journal* or *The New York Times* that the paper industry is not increasing its prices and is even, in some cases, reducing them," he said. "Also, the magazine industry is fortunate to have an understanding with the post office that postal rates will not be raised in 1983. So as a representative of advertisers, I question the 10 percent increase in ad rates.

"Are the ads going to be 10 percent more effective?" Caffrey asks, "because it's certainly not going to cost 10 percent more to produce the magazine, although it may cost 10 percent more to pay the staff."

At both the national and local level, advertisers are asking about the media they deal with, Caffrey added. "Advertisers are beginning to question, in much more detail than before, how their dollars are being spent," he said. "They want more accountability, and greater levels of performance. Their buying power is reduced; their budgets are not increasing as fast as ad rates. As a result, there's a much greater sense of realism today than there was a year or so ago."

Another speaker at the same conference also indicated that advertisers want more for their money. Advertisers have been meeting with their agencies and asking what they are getting for the increased costs, said William Wardell, senior vice president, Doyle Dane Bernbach. "In making 1983 plans," he said, "they have expressed concern about maintaining momentum, about breaking through clutter, about stretching

(Continued on page 101)

Ad revenue growth for '83 expected to rise slightly

New York City—Magazine ad revenue growth will rise slightly this year over 1982, according to Robert Coen, senior vice president, McCann-Erickson. Coen, who has been making annual predictions on ad revenues for the past decade, says that magazine ad revenue growth will be two percentage points higher in 1983—up from 6 percent in 1982 to 8 percent.

Still, magazine ad revenue growth will lag far behind network TV, Coen told analysts at the Paine Webber Mitchell Hutchins meeting on "The Outlook for the Media." Because of early contracts, and the beginning of Olympic promotion and Presidential election campaigning near the end of the year, network TV has a 12 percent to 14 percent increase in ad revenue for 1983 "signed and sealed," he said.

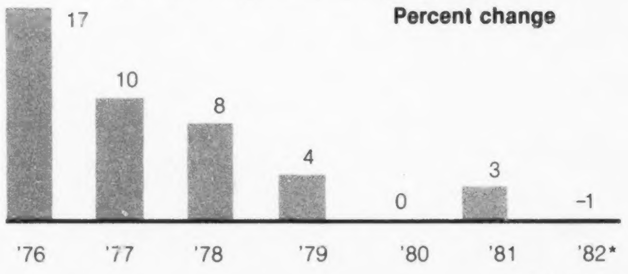
Coen uses several economic indicators when making his predictions, including the expected inflation rate and gross national product. "Expert forecasters of the economy tell me that we'll have some inflation in 1983, but it will probably be in the 5 percent to 7 percent range," he said. "And we'll have a little real growth in gross national product if the Reagan economic program finally brings us expansion—we could have 2 percent to 4 percent real growth, this year. Gross national product looks like it will grow 9 percent."

Magazines did not fare as well in 1982 as Coen had expected. He had originally expected an 11 percent ad

National advertising 1982 vs. 1981

	1981 (000,000)	1982 (000,000)	Change (percent)
Network TV	$5,575	$6,275	+13%
Spot TV	3,730	4,290	+15
Radio	1,109	1,185	+7
Magazines	**3,533**	**3,745**	**+6**
Newspapers	2,729	2,975	+9
Direct Mail	8,918	10,345	+16
Other Media	8,846	9,670	+9
	$34,440	$38,485	+11.7%

The trend in magazine ad page growth



*1st 9 mos. '82 vs. '81

Source: McCann-Erickson

revenue growth for magazines in 1982, five percentage points higher than the actual figure.

"Magazine performance was much more sluggish than I thought," he admitted. "Magazines looked like they would have flat page volume, but they had increased their rates, generally between 8 percent and 12 percent, so it looked like they would bring in pretty good revenues. It didn't happen. Many magazines' most important advertisers cut their schedules."

Ad revenue growth by radio and newspapers also failed to achieve the levels originally predicted. Newspapers suffered because of the drop in classified, Coen explained.

There were also some surprises on the positive side. Direct mail revenue was the biggest surprise, he said, up 16 percent in 1982. Spot TV ad revenue grew 15 percent, aided by a spillover from the networks and recession-related advertising such as rebates and airline rate-cutting, according to Coen. Network TV also did better than expected—up 13 percent in revenue in 1982.

All media studied (net TV, spot TV, magazines and newspapers) experienced progressive drops in revenue increases from the first quarter of 1982 to the third quarter (fourth quarter figures were not in when Coen gave his analysis). Magazine ad revenues were up 9 percent, 6 percent and 5 percent respectively for the first three quarters of the year.

The top product categories of magazine advertisers in 1982 and their growth in spending were as follows: cigarettes, up 6 percent; alcoholic beverages, up 5 percent; toiletries, up 5 percent; food, up 16 percent; business/consumer services, up 10 percent; and automobiles, up 10 percent.

Coen concluded that advertising expenditure growth held up well in 1982, especially considering that the GNP, expected to be up 9.5 percent, rose only 4.6 percent. "It was an exceptionally strong year for national advertising," he said. "This was the first recession when a lot of advertising was not cut back; there was a lot of recession-related advertising coming in, and new products were still being introduced."

Publisher's emphasis on 5x rate breaks tradition

Chicago—A monthly that has broken the traditional three-, six- and12-time rate structure may have started a new trend in magazine ad sales. Larry Zerone, vice president and publisher of Putman Publishing has restructured the rate card for *Chemical Processing* so that the five-time rate is the most economical for advertisers.

According to one consultant, the approach makes sense because it is based on an understanding of how advertisers buy the publication and an attempt to solicit greater use of the frequency discount.

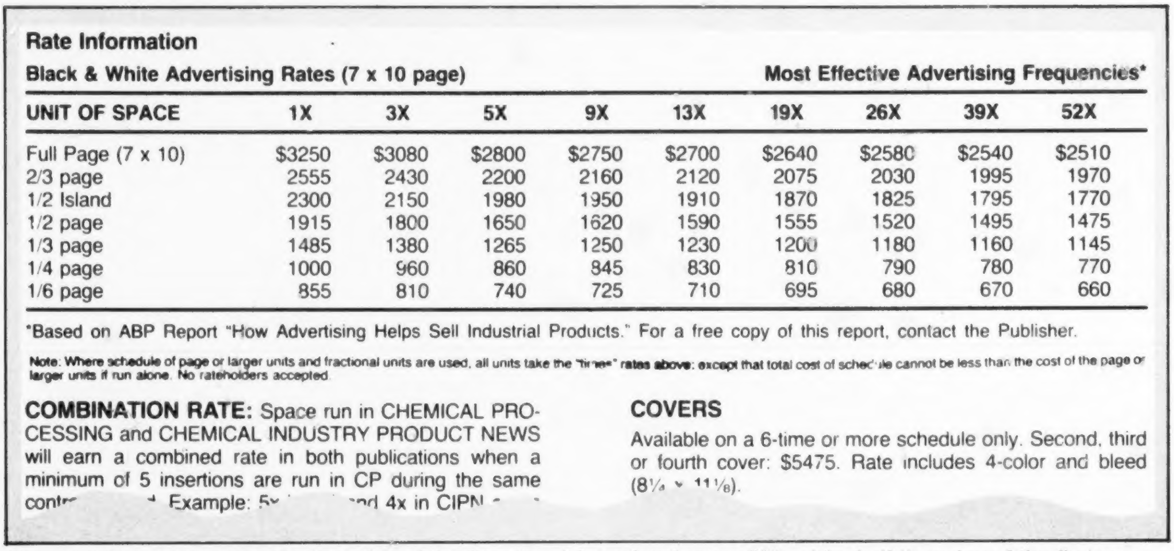
Zerone bases his five-time philosophy on the finding in a Westinghouse study done for American Business Press in the seventies that the minimum number of buys for effective advertising is five. His own experience at McGraw-Hill, Chilton and Putman indicates that most advertisers run fewer than four ads in a publication, he says.

"What we need in this marketplace is a greater belief in the power of frequency," Zerone explained. He noted that most advertising agencies believe in the value of frequency, but their suggestions for six- or eight-time buys are often reduced to the three-time rate by cautious advertisers.

To make the five-time rate attractive to advertisers, Zerone restructured the rate card for the monthly *Chemical Processing*, deleting the six-time rate altogether and making the five-time the most economical. The restructuring results in the fifth page of advertising costing half of the one-time rate for a page. The five-time rate is less than the former six-time rate. Zerone offers the five-time rate on fractional pages as well, down to one-sixth of a page. "Though the Westinghouse study says five full pages are needed for advertising effectiveness," Zerone explained, "I realize some people just can't afford that much; the important idea is the frequency."

Zerone tinted his rate card with a yellow highlight at the five-time section, marking it and the rates beyond it (9x, 13x, 19x, 26x and 52x) the area of "most effective advertising frequencies." He has made available to advertisers a copy of the Westinghouse study and sent them a letter setting out the program, which went into effect with the January issue of *Chemical Processing*. He has also backed the program with trade ads.

Zerone describes the response from advertisers so far as good, although hard to measure since "80



Rate Information

Black & White Advertising Rates (7 x 10 page) | **Most Effective Advertising Frequencies***

UNIT OF SPACE	1X	3X	5X	9X	13X	19X	26X	39X	52X
Full Page (7 x 10)	$3250	$3080	$2800	$2750	$2700	$2640	$2580	$2540	$2510
2/3 page	2555	2430	2200	2160	2120	2075	2030	1995	1970
1/2 Island	2300	2150	1980	1950	1910	1870	1825	1795	1770
1/2 page	1915	1800	1650	1620	1590	1555	1520	1495	1475
1/3 page	1485	1380	1265	1250	1230	1200	1180	1160	1145
1/4 page	1000	960	860	845	830	810	790	780	770
1/6 page	855	810	740	725	710	695	680	670	660

*Based on ABP Report "How Advertising Helps Sell Industrial Products." For a free copy of this report, contact the Publisher.

Note: Where schedule of page or larger units and fractional units are used, all units take the "times" **rates above**: except that total cost of schedule cannot be less than the cost of the page or larger units if run alone. No rateholders accepted.

COMBINATION RATE: Space run in CHEMICAL PROCESSING and CHEMICAL INDUSTRY PRODUCT NEWS will earn a combined rate in both publications when a minimum of 5 insertions are run in CP during the same cont[illegible] Example: 5x [illegible] 4x in CIPN [illegible]

COVERS

Available on a 6-time or more schedule only. Second, third or fourth cover: $5475. Rate includes 4-color and bleed (8¼ × 11⅛).

Chemical Processing stresses the value of the 5x rate, giving advertisers a fifth ad for half the price of the first one.

subscription sales, Winters contends that telephone sales is "less risky" than direct mail. "The phone gives me results I can see on a day-to-day basis," she says. "With direct mail, you spend your money, then you just wait and hope for results. When the phones don't work anymore, I can simply drop them."

The magazine gains an average of 300 new orders per week, she says. Of these, about 60 percent are solid orders. Cancellations of phone orders are higher than with direct mail, she notes, "because the phone order is a more spontaneous response."

The regular subscription price at *Nashville* is $12.95 for 12 issues. When sold by phone, the price is $12. "It's only 95 cents off, but it's still a good lead-off for the phone presentation," Winters notes.

Orders at *Nashville* are also verified by a supervisor. This enables the magazine to confirm the subscriber's name and address, to try to "upsell" the term of the subscription, or to give the subscriber an opportunity to back out, she says. It also serves as a check that salespeople are not submitting bogus orders, she continues.

In addition to their use in *Nashville*'s subscription sales program, the phone banks are used to solicit subscriptions and renewals for two other Advantage, Inc. magazines: *Advantage*, a business magazine for Nashville executives, and *Tennessee Business*, a statewide business publication.

The monthly magazine averages between 300 and 500 subscription orders per week, he says, adding that the highest number of subscriptions solicited in a single week by phone is 800.

This January, *Memphis*, published by Towery Press, Inc., increased its advertising rates by 10 percent. This increase, Lee notes, "probably wouldn't have been possible without the greater circulation resulting from telephone sales."

Magazine direct marketing ad expenditures up 11%

New York City—Direct marketing advertising expenditures for both consumer and business magazines increased by 11 percent in 1981, according to figures released by the Direct Marketing Association (DMA).

Expenditures for consumer magazines increased to $150 million from 1980's $135 million; expenditures for business magazines increased to $59 million from 1980's $53 million. Both consumer and business magazines' expenditure rankings among the nine direct marketing categories studied remained the same as in 1980, however: fifth and eighth, respectively.

Total direct mail marketing advertising expenditures

1981 rank	1981 (in millions $)	1980 (in millions $)	1980 rank
1. Telephone	**$11,476.0**	**$ 9,845.0**	2
2. Direct mail	**10,566.7**	**9,998.7**	1
3. Newspaper preprints	**2,228.5**	**2,032.4**	3
4. Television	**295.0**	**253.0**	4
5. Consumer magazines	150.0	135.0	5
6. Coupons	**94.6**	**84.2**	6
7. Newspapers	**73.0**	**60.6**	7
8. Business magazines	59.0	53.0	8
9. Radio	**29.0**	**26.0**	9

Overall direct marketing ad expenditures totaled $25 billion in 1981—an 11 percent increase from 1980. Total direct marketing sales volume for the period was $125 billion, also an 11 percent gain over the prior year. Consumer direct marketing sales accounted for approximately $40 billion to $45 billion, as compared with 1980's $36 billion.

Telephone expenditures exceeded direct mail expenditures for the first time in 1981, DMA reports. Telephone marketing ad expenditures totaled $11.5 billion, as compared with $10.6 billion in direct mail expenditures. In 1980, direct mail expenditures had slightly surpassed telephone with approximately $10 billion to telephone's $9.8 billion.

DMA partially attributes telephone's lead in expenditures to leveled-off direct mail production expenses, however. Direct mail expenditures increased only 6 percent in 1981, although the volume of direct mail was more than 38 billion pieces —up four billion from 1980.

Lack of growth

(Continued from page 26)

edge of publishing knows that it's by nature a very intricate balancing act," says David Roberts, circulation promotion director for *Time*. "The needs of a magazine, and the balance between its circulation revenue and advertising revenue vary at different stages in its growth. Just about every well-managed publication makes circulation decisions on the basis of the total financial picture. I can't think of an instance in which a publisher would try to hold back natural circulation growth. The inclination of any publisher is to have his magazine grow and be as widely disseminated and read as possible. But pushing a magazine past its natural circulation growth is another story."

Time's own circulation record, he asserts, shows an "unusually aggressive" circulation policy for a magazine of *Time*'s size and maturity. The magazine's rate base, he points out, was increased twice in the 15 months between October 1981 and January 1983 (by 150,000 last fall, and then by another 100,000 this January), for a total rate base of 4.5 million.

"Maintaining a stable circulation is one of our goals, so that we are not providing erratic delivery to advertisers," says Doug Florenzie, circulation director for *The New Yorker*. He adds that he considers it important that the points of view expressed by Meskil and other insights into advertisers' and circulation executives' views on circulation profitability, goals and "the different means to acquire these ends" should continue to be discussed by ABC members.

Strong concerns about Meskil's statements are expressed by publishing consultant E. Daniel Capell:

"If it's true that he and other agency buyers are really interpreting ABC statements in this way, then circulation directors are all in trouble," he says, "because the statements are being misread. There's probably no magazine with a higher quality circulation than *The New Yorker*'s. A magazine can have a very profitable and desirable circulation without a lot of growth. A smart publisher would rather raise the price and deliver quality circulation than try to sell the magazine to more and more people at reduced rates.

"Circulation growth is only one of about 72 factors to look at in assuring a magazine's health—and it's probably the least significant of them all," Capell concludes.

Folio:

$4.00 MARCH 1983

THE MAGAZINE FOR MAGAZINE MANAGEMENT

CIRCULATION MANAGEMENT:

GIFT SUBS: PLAN NOW FOR CHRISTMAS

DIRECT MAIL: THE ART OF THE ENVELOPE

SETTING CIRCULATION GOALS

THE IN-STORE SERVICING MESS

PROFILE: CARLO VITTORINI

/ C3935-1 3/2/83

GIFT SUBSCRIPTIONS
The Circulation Source That Keeps On Giving

MARCH 1983 VOL.12 NO.3

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

UPDATE

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Public relations poorly managed, MPA study finds . . Business magazine editors expect slow economic recovery. Page 7.

Advertising sales

Cahners study: weapon for specialized business press . . . Industrial salespeople have problem delivering exact sales message. Page 16.

Production

Printing costs to rise 5% to 8% in '83 . . . Automatic spelling checkers could erode quality. Page 25.

Circulation/Single-copy

Specialty outlets: 20 men's titles tested in auto parts stores . . . Some specialty outlets rejecting magazines, citing mail order ads. Page 32.

Circulation/Subscription

Strong financial, direct marketing sales most in demand in circulation . . . Non-profit, in-county, other 'preferred' postal rates hiked. Page 38.

Magazine Watch

Fifteen new magazines. Page 42.

Editorial Workshop

Sharpening your convention coverage: Where to find the best stories and how to report on them. Page 48.

Behind the lines

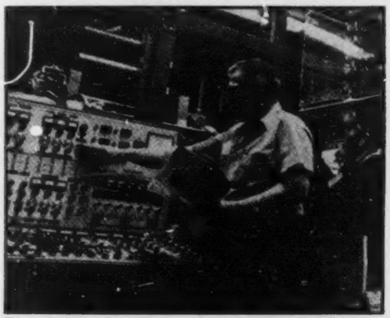
David Bunnell, founder of *Personal Computing* and *PC*, launches a third computer title, *PC World*. Missourian Jeffrey Gluck becomes the latest in a long line of *Saturday Review* rescuers. Page 107.

Profile

Carlo Vittorini, of *Parade*. Page 110.

Point of View

Paid and Nonpaid: A useless distinction. By William Mackey. Page 112.



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GIVE PLAYBOY AND SAVE!
$22
$20

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FEATURES

Gift subs: The source that keeps on giving

By Jennifer Howland

Any publisher interested in a low cost, very renewable subscription source (and what publisher isn't?) should investigate gift subscriptions. It's a complicated business, but the payoff can be impressive. Page 117.

Open me: The art of the envelope

By John D. Klingel

No matter how brilliant it is, a direct mail package has to be opened before it can work. Whether or not that happens depends almost entirely on the envelope. Page 127.

Setting circulation goals

By John Foster

By using a systematic approach to setting circulation goals, you'll avoid many of the unpleasant surprises that can accompany a changing marketplace. Page 135.

In-store service: Where does the buck stop?

By Karlene Lukovitz

There is no question that unkempt magazine display fixtures hurt retail magazine sales. But where does the responsibility for in-store service lie? Page 143.

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Cover design: Steve Phillips Design, Inc.; Photography: S. Baker Vail

Magazines monitor competitors' trade ads with help of TRAX

Teaneck, N.J.—How much are your competitors spending for trade advertising? Which magazines are they advertising in? During what months of the year do they advertise? What size ads do they use? How often do they run color? What are the themes of the ads they run in the trade?

These are some of the questions being answered about 240 magazines that have run ads in 30 trade magazines monitored by TRAX, Trade Advertiser's Index. *Sports Illustrated*, Hearst Magazines, *Psychology Today*, and *TV Guide* are among the magazines using this service to keep tabs on other magazines' trade advertising. Agencies, such as J. Walter Thompson and Compton, that handle media accounts also use TRAX.

Among the magazines analyzed are *Advertising Age, Adweek East, Madison Avenue, Marketing & Media Decisions, Magazine Age* and *Sales/Marketing Management*. The service does not track Standard Rate & Data Service, as SRDS is basically a reference service and not a trade magazine, TRAX points out. TRAX monitors magazines that are used to reach advertisers and agencies to broaden a magazine's image.

A look at *Time* and *Newsweek*—the leaders in trade promotion among the publications studied shows the kinds of comparisons that can be made with TRAX. Statistics from the first half of 1982 reveal:

- *Time* spent an estimated $336,000 on 107 pages of trade advertising in the media analyzed. *Newsweek* spent $245,000 on 74 pages.
- While both magazines advertised in the same five trade magazines during the first half of 1982, *Newsweek* put a greater percentage of its budget into *Advertising Age* than did *Time*.
- The ad theme used most by *Newsweek* was "You've got one of the top marketing information centers in the country." *Time*'s most frequent message, according to TRAX, was "What to do if your advertising cries out for *Time* but your budget suggests *Newsweek*?"

Top 20 magazine advertisers in major communications trade publications

1981	Pages	Estimated ($000)*
1 *Time*	184	516
2 *Newsweek*	131	391
3 *Reader's Digest*	106	297
4 *People*	98	268
5 *TV Guide*	97	243
6 *Business Week*	82	216
7 *Families*	75	213
8 *Forbes*	68	166
9 *Life*	68	214
10 *Self*	67	181
11 *Smithsonian*	62	178
12 *Family Weekly*	58	146
13 *Redbook*	58	174
14 *Cosmopolitan*	56	149
15 *Parade*	56	126
16 *Family Circle*	53	191
17 *Fortune*	53	134
18 *Us*	53	124
19 *Nation's Business/ Washington Report*	52	156
20 *U.S. News & World Report*	51	154

First half of 1982	Pages	Estimated ($000)*
1 *Time*	107	336
2 *Newsweek*	74	245
3 *People*	70	226
4 *TV Guide*	49	146
5 *Fortune*	47	148
6 *Parade*	47	131
7 *Better Homes and Gardens*	46	136
8 *Smithsonian*	42	139
9 *Discover*	41	131
10 *Forbes*	41	121
11 *Family Circle*	39	145
12 *Business Week*	38	122
13 *Good Housekeeping*	38	121
14 *Us*	36	123
15 *Life*	34	106
16 *Reader's Digest*	32	111
17 *Cosmopolitan*	30	88
18 *New Yorker*	30	97
19 *Sports Illustrated*	30	94
20 *U.S. News & World Report*	29	99

*Estimates based on 7x B&W rate for monthlies, 13x B&W rate for weeklies.

Source: TRAX

Advertising by magazines in trade publications

1981

Trade magazine	Pages*	Estimated ($000)**
Advertising Age	1,473	5,979
Adweek East	1,016	1,728
Marketing & Media Decisions	651	1,508
Madison Avenue	458	1,134

First half 1982

Trade magazine	Pages	Estimated ($000)**
Advertising Age	754.7	3,526
Adweek East	512.3	1,018
Marketing & Media Decisions	350.5	932
Madison Avenue	187.7	533
Magazine Age	166.0	436
Sales/Marketing Management	30.3	112

*Space measured by percentage of page occupied.

**Rates were estimated by the maximum 6x B&W or 7x B&W rate (depending on the publication's breaks) in monthly publications, and the 13x B&W rate in bimonthly and weekly publications. Rates are as published January 1982.

Source: TRAX

'TORTOISE 1
HARE . . . . .0'

—c. 550 B.C.

Aesop's fable ["Slow and steady wins the race"] could easily be shown as a baseball score (above). And in direct mail marketing terms as well. For the hare lost to the tortoise—but not at first. The slow, steady production of bottom-line profits is apparently unglamorous. But results are what's glamorous to the knowledgeable mail marketing professional.

When it's your turn to run the race for sales, you're far, far better off to rely on the steady profit producers to be found in The Kleid Company exclusive lists. Here, then, is a complete roster of steady, sure winners:

Harry N. Abrams, Inc.
American Artist
American Craft
American Film Institute
American Heritage
Analog
Architectural Digest
Arkansas Times
Art & Antiques
Isaac Asimov's
  Science Fiction Magazine
Atlanta Magazine
Automobile Quarterly
Baltimore Magazine
Barnes & Noble
Black Enterprise
Bon Appetit
Boston Magazine
California Business
Canoe Magazine
Changing Times
Chipp/Clothiers
Christian Reader
Condé Nast Books
Connecticut Magazine
Country Magazine
Dallas Arts Combine
Discover
Dow Theory Forecasts
EQUUS
FIT
Food & Wine
Fortune Magazine
GEO
Good Ideas
The Haband Company
Harper's Magazine
Alfred Hitchcock's
  Mystery Magazine
Horse Digest
Income Opportunities
Kiplinger Letters
Knapp Press
LIFE
Lord & Burnham
Metropolitan Museum of Art
Miami Magazine
Money Magazine
Montana Magazine
Ms. Magazine
Museum Collections
Musician
Nashville! Magazine
Natural History Magazine
New Mexico Magazine
New Republic
Newsweek Books
The Oceanic Society
Oregon Magazine
Outside Magazine
PEOPLE
Performance Horseman
Philadelphia Magazine
Popular Bridge Magazine
Portfolio
Practical Horseman
Ellery Queen's
  Mystery Magazine
Random House
  Enterprises
Rock & Gem Magazine
Runner's World
San Diego Home/Garden
SAVVY
The Sporting News
Sports Illustrated
Texas Monthly
Time-Life Books & Records
TIME
Travel & Leisure
U.S. News & World Report
"W"
The Washingtonian
West Coast
  Review of Books
Xerox Learning Systems

Full information...

...about these steady, profit-producing, winning lists is available by phone at (212) 599-4140. And as The Kleid Company exclusive lists win for you, so are we measured. The Kleid Company: THE PROFESSIONALS.

THE KLEID COMPANY INC.
200 PARK AVENUE NEW YORK NY 10166 (212) 599 4140

•*Newsweek* placed its largest number of trade ads in February; *Time* placed its greatest concentration of ads in March.

•One-third of the ads run by *Time* were one-page ads, while two-thirds of ads run by *Newsweek* were one-page ads.

These comparisons are among the many that can be made with the information contained in TRAX.

The trade magazine used most by magazine publishers in the first half of 1982 was *Advertising Age*, which carried 754.7 pages. This was followed by *Adweek*, 512.3 pages; and *Marketing & Media Decisions*, 351.5 pages. (Note that TRAX measures space by percentage of page occupied.)

The 1981 report, for print media only, costs $250; the 1982 report costs $350. The price of the 1983 report will be $400. TRAX also reports on advertising for cable and TV programming running in trade magazines. All TRAX reports are published semiannually. Trade Advertiser's Index is located at 478 Fairidge Terrace, Teaneck, New Jersey 07666.

Playboy opens consultancy to offer licensing expertise

New York City—Playboy Enterprises Inc. launched a consulting service last December to aid magazine publishers seeking to license their magazines abroad.

Playboy International Publishing Services provides a "cradle to grave" service, says Lee B. Hall, senior vice president, international publishing for Playboy Enterprises and director of the new service. This service helps publishers determine whether there are markets for their publications in other countries, Hall said, and, if there are, helps figure out which markets to pursue.

Playboy will help publishers prepare and negotiate licensing agreements. The service will continue to act as a liaison between the American and foreign publishers throughout the life of the foreign editions, even including renegotiating the licensing agreement, if the need should arise, Hall said. It will also help set up a domestic staff to service the foreign editions.

For this work, Playboy charges a minimum annual payment plus a percentage of the income the publisher earns from the licensing agreement, for as long as the foreign edi-

Advertising sales

Cahners study: weapon for specialized business press

Boston—Specialized business magazines have a new weapon in their fight to win advertising from general magazines: a research study by Cahners Publishing Company. The results of the study indicate that specialized business magazines reach more industry buyers and are read by a greater percentage of buyers than are general business magazines.

There has been a trend for advertising to move into general business magazines and away from specialized business magazines, Ira Siegel, vice president of research, Cahners, recently told members of the American Business Press. "Each month, $50 million in advertising that would be better spent on the specialized business press is going to magazines like *Business Week* or *Fortune*," he said. "We should all be concerned."

To win back some of that advertising, Cahners conducted a study, which can be used by any specialized business magazine finding itself in competition with the general business magazines. Tom King, president of ABP, believes he can use the Cahners research effectively.

The study covers buyers in 25 industries, including electronics, computers, food service, building and construction, and manufacturing. Over five thousand industry decision-makers responded to the survey.

The study asked buyers if they read or received the leading business magazines in their industry. One hundred specialized business magazines were included in the survey, regardless of which companies published them. Cahners' intention, according to Siegel, was to give a picture of the specialized business press, not just Cahners magazines. The survey included the following general business magazines: *Business Week, Fortune, Newsweek, Time* and *U.S News & World Report.*

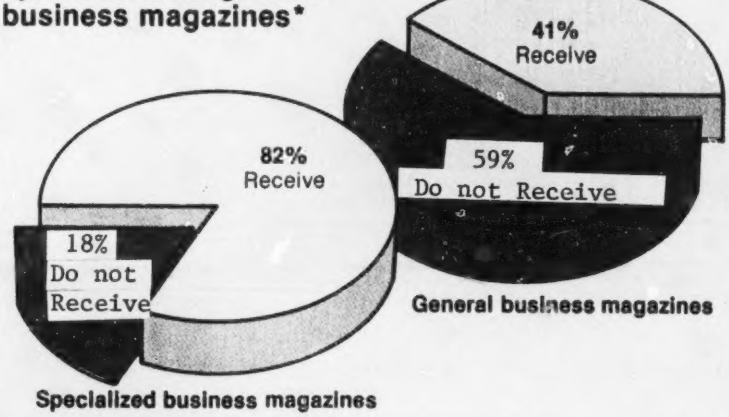
Among the findings of the Cahners study:

- •82 percent of industry decision-makers receive specialized business magazines; 41 percent receive general business magazines.
- •78 percent of respondents read specialized business magazines, whereas 38 percent read general business magazines.
- •The leading specialized magazine in each industry is read by 78 percent of industry decision-makers; the readership of the number one general business magazine, Cahners reports, is 38 percent.
- •The average cost of an ad in a leading specialized business magazine is $3,148, compared with $22,461 for an ad in a leading general business magazine.

"The study is very important today because many advertisers are trying to cut back on ad spending," says King. "They must decide

(Continued on page 23)

Percentage of industry decision-makers receiving specialized vs. general business magazines*



*Average of all industry groups studied. "Receive" in this study refers to those respondents who indicated that they receive the magazine addressed to them at home, addressed to them at work, or passed along to them.
Source: Cahners Publishing Company

Industrial salespeople have problem delivering exact sales message

New York City—One-fourth of industrial sales managers responding to a McGraw-Hill research study evaluate their sales force as less than effective in communicating specific sales messages.

This information, the report points out, provides magazine salespeople with an additional selling point, because magazine advertising can deliver a "consistent and controlled message" that communicates exact product and benefit information to a specific audience.

The size of the sales force affects a manager's evaluation of the sales staff's effectiveness in delivering a specific message, McGraw-Hill found.

Medium-size sales forces (having 26 to 100 salespeople) were viewed as the least effective in communicating exact product and benefit information. Very small sales forces (having 10 or fewer salespeople) were evaluated by their sales managers as most effective, "probably because sales managers with fewer salespeople to manage feel they have more control over what their people are saying in the field," the report states.

On the other hand, very large sales forces (having 100 or more salespeople) were viewed as more effective than the medium-size group, "possibly due to the organized sales training program offered by large companies," the report adds.

Eight hundred and eighty-one sales managers responded to the McGraw-Hill Research Laboratory of Advertising Performance study. The response rate was 54.5 percent.

Magazines not cutting back on ad readership studies

Cleveland—Despite the recession, magazines are not cutting back on ad readership studies, according to preliminary figures from Meldrum & Fewsmith, a firm that monitors these studies.

Contrary to a published report that said the number of ad readership studies would be down significantly in 1983 compared with 1982, the number of ad readership studies will probably be the same or slightly higher in 1983, according to Bruce Childers, senior vice president, marketing services.

The report, published in the trade press, that the number of studies would decrease 19 percent, was made in mid-November, the same cut-off point as was used in prior years. In 1982, however, many fewer studies had been confirmed by November 15 than had been at that time in prior years. "More publishers decided on their plans late in the year than ever before," Childers explained.

The number of publications offering ad readership studies as of January 14, 1983 (496) was just 3 percent less than the actual number that conducted these studies in 1982 (512), Childers reported. The number of studies confirmed by January 14 (1,838) was just 5 percent behind the actual number performed in 1982 (1,927), and more studies may be added in the coming months, he continued. Not included in the totals, Childers explained, are 14 publications that have said they will conduct studies, but have not set a firm date to conduct these studies.

If those 14 publications do schedule studies, the number of ad readership studies could actually be higher in 1983 than in 1982, Childers said. This is because many of the 14 are consumer publications, which often perform a higher number of studies than other classes of publications, he explained.

There will be little change in the classes of publications that will do ad readership studies in 1983 compared with 1982, Childers concluded.

ABP/ARF to study business-to-business advertising effectiveness

New York City—A research plan to study the effectiveness of business-to-business advertising in the business press is being prepared by the American Business Press (ABP) and the Advertising Research Foundation (ARF).

The development of the research study, which will test business-to-business ad frequency and its results, is being funded by ABP and ARF, at a cost of $10,000 each, and by a $10,000 grant from the General Electric Corporation, according to Robert Ingmire. Ingmire heads up a five-member committee designing the study plan. He is also a member of the Association of National Advertisers research policy committee and of ARF's business advertising research committee.

Number of ad readership studies 1982 vs. 1983*

Publication class	1982 Publications	1982 Number of studies	1983 Publications	1983 Number of studies
Consumer	59	276	50	235
General business and news	23	279	26	266
Specialized business	307	1,076	309	1,077
Health care	61	181	57	177
Farm	33	46	33	46
Canadian	29	69	21	43
Totals:	512	1,927	496	1,838

*Confirmed as of January 14, 1983

Source: Meldrum & Fewsmith, Jan. 14, 1983

The study itself is expected to take two years to complete at a cost of $250,000 or more, depending on the number of participating advertisers, says Ingmire, who is a program operations manager at General Electric Co., Norwalk, Conn.

The study is also expected to help prove "what the business press has known for many years," says Thomas H. King, ABP president. He outlines five areas that, he expects, test results will document:

1) Business advertising works—by itself, it is an effective marketing tool, which introduces, informs, educates, builds preference and sells.

2) Advertising can be shown to increase sales within 12 to 24 months.

3) Positive perceptions of a product increase as more advertising is run.

4) Consistent advertising can contribute to a substantial growth of awareness, perception, preference, sales and share.

5) Advertising is useful in creating favorable images for new products, or products with low awareness.

The study plan for the ABP/ARF project will be presented to potential advertising and magazine participants in April, says Ingmire.

The idea for the study was sparked by a three-year test project run by Joseph E. Seagram & Sons, Inc., and Time Inc., says King and Ingmire. This project controlled and measured Seagram's ad frequency in *Time* and *Sports Illustrated* against sales results in various markets in Missouri and Milwaukee, Wisconsin.

The Seagram/Time study will be used as a model for the ABP/ARF study, says Ingmire.

"However, there's a big difference between advertising for a product such as liquor, and advertising for an industrial product," says Ingmire, who points out that participating advertisers must be seriously committed to ad scheduling over a long period of time and to market tracking. The latter, adds Ingmire, will be a tough chore for advertisers, because it means that sales records and market trend reports will have to be put into the study's data base.

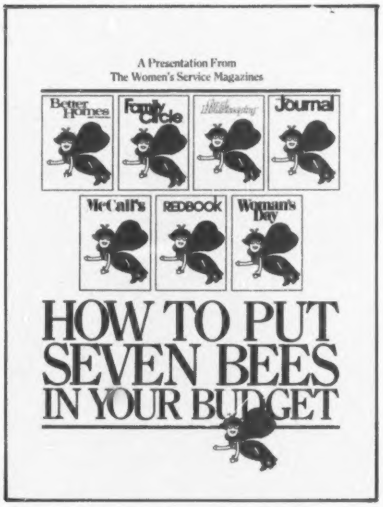
On the publishing side, Ingmire notes, participating magazines will have to closely watch print runs to insure that ads reach the correct audience and appear at the proper frequency. Ingmire says that publishers consulted for the project have indicated that these production demands can be met.

The study, says Ingmire, is be-depend on a certain number of qualified candidates to seek out positions in the ad sales department. Today, however, many qualified candidates are attracted to jobs in broadcasting and other related media because of the glamour associated with these industries, Farmer believes.

Although a job candidate may not exhibit competitive skills, Farmer says, he can very often learn those skills on the job. "It's a process that can't be formalized, but the sales manager, by his own charisma or personal example, can be instructive to the person who lacks competitiveness. A promising employee will internalize these traits through association with the boss in order to survive on the job. You can never underestimate the idea of how a person will emulate the boss."

Need for unique sell breaks up seven sisters act

New York City—The unusual joint presentation to advertisers by seven women's magazines, made to gain additional television ad dollars, folded, because it was time for each publication to return to its own sales pitch, according to two executives whose magazines participated in the joint effort.



It's dead: The seven sisters' joint campaign has ended. The women's magazines have gone their separate ways.

The presentation, called "How to put seven bees in your budget," was put together by the magazines *Better Homes and Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Redbook* and *Woman's Day.*

"Basically, the presentation ran its course," says Gregory Dunn, ad director of *Ladies' Home Journal.*

"The whole idea of selling advertising is based on your uniqueness as a magazine and your ability to tailormake something for a client," says *Good Housekeeping*'s Raymond Petersen, who is publishing director and executive vice president of Hearst Magazines.

Good Housekeeping was the first to leave the seven sister fold, says Petersen, who notes that the joint presentation emphasized the combined circulation numbers of the group to reach Procter & Gamble and other, similar advertisers.

"We made the presentation to 40 to 50 major advertisers in the country. It didn't make much sense to take the presentation to agencies with a budget of less than five million to seven million dollars," says Dunn.

Once those multimillion dollar advertisers had been reached, Petersen says, it was time for *Good Housekeeping* to withdraw from the group because "we have our own song to sing."

Cahners study

(Continued from page 16)

whether to cut back on specialized or general business magazines. A lot of advertisers added general business magazines to their schedules when things were plush for seven or eight years in a row. Now advertisers may not be able to afford both."

Many ads in general business magazines are exactly the same as those run in such specialized magazines as *Plant Engineering* and *Machine Design*, King adds.

There is a tremendous ego factor to combat when selling against general business magazines, King contends. "I think a lot of people like to see their ads in that kind of magazine," he says, "but whether they are reaching a large number of people who can purchase their products, that's another question."

Specialized business magazine companies are looking at the study for possible use, King says. "There's always a little bit of reluctance to use somebody else's material. I think it's a great sales tool for anybody; in a way, companies such as Chilton, McGraw-Hill or Penton can probably use it with more credibility than Cahners can. A lot of people use McGraw-Hill Laboratory of Advertising Performance material. Now, someone else has come out with a piece of research that anyone in the industry can use. The material doesn't have the Cahners name plastered all over it; the study was put together in that way in the hope that others would want to use it."

Some research people are taking a hard look at the Cahners research and asking questions, King reports. "People say, 'Hey, it isn't perfect research,'" he explains. One area people ask about is the response rate. Many researchers insist on a 60 percent response rate for projectable research: The Cahners study has a 43 percent response rate. (For Siegel's position on response rates, see FOLIO: February 1982, page 22.) People also raise the question of whether Cahners has really identified the respondents as buying influences. Others want to know who are the research suppliers, King adds.

"People are wondering whether they want to use this material," says King. "I'm going to push this a little bit. I think it's a good tool for the business press. If it's not perfect, then let's find out what's wrong with it and do it better."

Executives at *Business Week* and *Fortune* were not familiar with the Cahners study. Walter Joyce, promotion director for *Fortune*, indicated that he isn't worried about competition from the specialized business press. "We don't compete with them," he says.

People

A.Potter Crolius to advertising director, *Golf Magazine*, from advertising director, *GEO.*

Sands Spencer to advertising director, *American West*, from West Coast sales representative.

Glenn Gray to advertising director, *Sports Afield*, from national sales manager, *Cosmopolitan.*

Erich Bruhn to director of sales planning and development, *Newsweek*, from associate advertising director, advertising sales.

Richard B. Thomas to associate publisher/worldwide advertising sales director, *Time*, from associate publisher and advertising sales director, *People.*

Adolph Bellizeare, Peg Farrell, and **Kevin Weafer** to advertising sales staff, *TV-Cable Week.*

Folio:

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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AD SALES MANAGEMENT: EXTRA EFFORTS THAT PAY OFF

How to transform your media kit into a powerful selling tool

"Your salespeople are your accounts" —*Playboy's* Henry Marks on ad sales management

Secondary research —Turning existing information into a powerful sales tool

THE *MOTHER JONES* RENEWALS MYSTERY

PROFILE: ELLEN LEVINE OF *WOMAN'S DAY*

APRIL 1983 VOL.12 NO.4

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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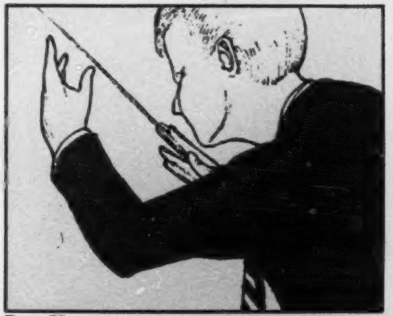

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By Robin Wolaner

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UPDATE

Management

'82 revenues up 5%; ad pages down 2.6%; worst year since '75

New York City—Not since the recession year of 1975 have ad pages and revenues reported by Publishers Information Bureau (PIB) members shown declines such as those reported in 1982. Ad pages decreased by 2.6 percent, the largest percentage decrease since 1975, while revenues rose by only 5 percent, the smallest percentage increase since 1975.

Since 1975, when revenues fell by 3 percent and pages by 8 percent, revenues and pages for PIB members had grown steadily, with only one slight setback—a .2 percent drop in pages in 1980.

Revenue increases ranged from 20 percent to 22 percent between 1976 and 1978, dropped back to 13 percent in 1979, to 8 percent in 1980, and rose to 12.2 percent in 1981.

Ad page increases peaked at 17 percent in 1976, with less dramatic showings in recent years: a 4 percent increase in 1979; -0.2 percent in 1980; 3 percent in 1981; and -2.6 percent in 1982. (It must be noted, however, that percentage increases are more difficult to achieve as the base increases.)

Revenues for 1982 totaled $3,421,196,694, up by $164,321,650, while ad pages decreased to 120,751.

Of the eight category groupings of PIB magazines analyzed for performance in ad pages and dollar volume in 1982, six recorded ad page declines. However, revenues were up in all eight groups compared with 1981 totals.

More than half (52.5 percent) of the 116 magazines reporting two years of figures recorded a decline in ad pages. Less than a quarter (21.5 percent) of the magazines recorded a decline in revenues.

The biggest percentage decrease in ad pages for a category of magazines was reported among general business magazines, where pages fell to 15,003.62, down 5.2 percent from 1981 totals. Revenues for this group rose to $337,223,905, a 6.1 percent increase for the year. Nearly half of the drop in ad pages for the category was the result of *Industry Week*'s 23.7 percent decrease in pages. Other large declines in ad pages for this category were posted by *Nation's Business* (with 15.8 percent fewer pages than in 1981) and *Business Week* (with 10.7 percent fewer pages).

The second largest percentage drop in ad pages for a category recorded in 1982 occurred in monthlies,

(Continued on page 20)

Magazines with biggest percentage revenue gains January-December 1982

Publication	Revenues	% change from 1981
Country Living	$5,293,343	272%
Games	2,195,546	83
Discover	9,578,997	82
Venture	3,344,739	77
Working Woman	10,221,300	72
McCall's Working Mother	6,532,221	69
Esquire	13,250,134	66
Food and Wine	2,662,684	62
Us	9,284,508	51
Atlantic	2,727,287	49

Source: Publishers Information Bureau

Country Living's whopping revenue gain, more than triple that of the closest contender, can be attributed to a dramatically increased circulation rate base, from 400,000 in 1981 to 750,000 in 1982, with a resulting page rate increase of 115.65 percent.

Magazines ranked by advertising revenue January-December 1982

Rank 1982	Rank 1981	Publication	Revenues	% change from 1981
1	1	*Time*	$256,409,613	1%
2	2	*TV Guide*	241,472,723	1
3	3	*Newsweek*	195,358,597	-2
4	4	*Sports Illustrated*	162,887,048	6
5	5	*People Weekly*	159,318,831	17
6	6	*Business Week*	133,946,545	0
7	8	*Good Housekeeping*	110,464,549	7
8	10	*Family Circle*	106,196,529	12
9	7	*Reader's Digest*	104,860,498	-7
10	9	*Better Homes and Gardens*	100,288,955	0

Source: Publishers Information Bureau

The top 10 magazines of 1981 in ad revenue were still the top 10 in 1982. While the top six kept the same order in rank, there was some shifting among the bottom four.

Revision in tax law may discourage magazine investors

New York City—A recent revision in the tax code may dissuade potential backers of magazine start-ups from investing, says one tax expert. In addition, unincorporated newsletter and magazine publishers may be hurt by the revision, says Robert Crawford, publisher, Professional Communications Company.

Under the Tax Equity and Fiscal Responsibility Act of 1982, which became effective in January, circulamade a profit only "on paper," she said, by assigning 100 percent of the magazine's revenues to the magazine and only 41 percent of expenses. "Their accounting method violates standard tax accounting procedures, several tax accountants have told us," Wolaner states.

Wolaner claims the action constitutes harassment and is a result of unfavorable coverage in the magazine of the Reagan administration.

However, Thomas Silk, attorney for the magazine, isn't so sure the government is out to "get" *Mother Jones*. "Since the audit was started only two months after the Reagan administration took office, it's hard for me to believe that it was an official directive," Silk says.

He has another explanation, based on the IRS's loss of a court case in 1979, in which a federal appeals court reversed the IRS denial of tax-exempt status to *Big Mama Rag*, a militant feminist publication. The IRS had claimed that the magazine presented too one-sided a view, and the court threw out that argument, Silk said. This may have caused the IRS to worry about how far the courts might go in protecting magazines from paying taxes, he surmised.

Silk hopes the battle won't reach the courts. *Mother Jones* is contesting the IRS ruling through the IRS system itself, starting with the regional appeals office for the Western U.S. If the ruling is not reversed there, the case will go to the national level. "We hope that at the national office, the IRS people will have a broader understanding and realize that *Mother Jones* should be classified with other tax-exempt magazines, such as *Harper's* and *Ms.*, Silk explains.

So far, Wolaner says, fighting the IRS has cost *Mother Jones* $100,000—primarily in legal and accountant's fees. An "emergency defense fund" was set up in December to defray further expenses; by February 1, concerned readers had contributed $40,000 to it, she revealed.

Publishers using lists more efficiently, DMA study indicates

New York City—Publishers are making greater use of both outside and in-house lists. They are mailing more promotional pieces overall, but have not increased the numbers of their mailings. And, despite a worsening economy, they have generally maintained response rates—possibly because of greater use of techniques to improve list response.

These are some of the results for the publishing category of a recently released Direct Marketing Association (DMA) survey of list usage in 1981 as compared with 1980. The publishing sample consisted of 62 responding companies. (Because respondents were not required to reveal their company affiliations, it is not known how many respondents are magazine publishers and how many are book publishers. DMA membership, however, is heavily weighted toward magazines.)

A summary of some of the publishing results follows:

•*Use of outside lists:* 34 of the 62 respondents said they increased their use of outside lists in 1981—most by about 5 percent to 10 percent. Twenty-one said their use of outside lists had not changed; seven said it had decreased.

•*Use of house lists:* 32 increased use (again, most by about 5 percent to 10 percent), 27 did not change the extent of use, and two decreased their use of house lists.

•*Income from list rentals:* On average, list rentals accounted for 4 percent of total income for responding publishers. (Only 34 replied to this question.)

•*Number of pieces mailed:* Most (45) respondents reported an increase in the number of pieces they mailed in 1981 as compared with 1980. Of these, 14 had increased the number by 5 percent to 10 percent, but 11 said they had increased it by more than 30 percent.

•*Number of mailings for the*

(Continued on page 19)

List usage:
Publishers employing response-enhancing methods
1981

	No. of publishers (60 total respondents)
Merge/purge	56
Premium offers	35
Personalization	23
Staggered mail date	22
Data base	14
Sweepstakes	7
Couponing	3
Other	3

Response-boosting techniques may be helping magazine and book publishers maintain levels of response, despite poor economy, DMA list-usage study suggests. (See accompanying article.)

'Unwary publishers may get burned by cable': Levine

New York City—Magazine publishers who jump into the cable television arena too quickly may get burned by financial losses, cautioned Harold Levine, chairman of the advertising agency Levine, Huntley, Schmidt, Plapler & Beaver, Inc. He suggested that magazine publishers take a slow, watchful course waiting for the cable television market to mature.

"Most magazine publishers don't understand the costs involved in producing a television show," Levine explained. "They know the cost of printing a magazine, but have no idea of how costs escalate in the television studio," he said.

Costs, naturally higher in television production than in magazine production, often are greater than a magazine publisher imagines them to be, because of the nature of the viewing public's appetite for television, Levine continued.

"Viewers are used to an expensive product, like what they see on commercial television," Levine explained. "They are still primarily interested in television for entertainment, not for instruction," he stated.

Added to the problem of the high cost of production is the small audience that most cable stations deliver, he continued. "A magazine can survive serving an audience of 200,000," he said, "but with cable, an audience has to be pretty large to begin justifying the expense incurred to reach it."

Given these obstacles to earn-

Week, died in January. He was 80 years old.

Bell was named chairman of the executive committee of McGraw-Hill in 1950, where his chief concern was *Business Week*. He was named editor and publisher of the magazine in 1950, became vice president of operations for McGraw-Hill Publications in 1963, and editorial chairman of *Business Week* in 1966. He retired from the company in 1967.

'Scotty' Sawyer, columnist, dies

Stamford, Conn.—Howard G. "Scotty" Sawyer, 75, died January 6 at his home. A retired executive of Marsteller Inc., Sawyer became an authority on business-to-business communications, authoring a column for *Industrial Marketing* and other publications, and also contributing articles to *Advertising Age*.

Sawyer, who worked for several other firms before joining Marsteller in 1961, entered the advertising field as a copy writer. At Marsteller, says the firm's chairman emeritus, William A. Marsteller, Sawyer "wrote copy, bought media, ran and did research, started and ran our Brussels office, headed and built our international business in the United States, edited *Viewpoint* [Marsteller's employee publication], did the company's own publicity, managed troublesome accounts—and did it all well."

DMA list-usage study

(Continued from page 12)

year: The average number of mailings per year for the 53 respondents to this question was 13 for both 1980 and 1981. Thirty of the 62 respondents also said they expected the number of their mailings to remain unchanged from 1981 to 1982.

•*Use of response-enhancing techniques:* 56 of the 60 respondents to this question merge/purge their lists, 35 use premium offers, and 23 use personalization of direct mail pieces. (See table for further breakdown).

•*List selectiveness:* 33 of 61 respondents to this question rated their selectiveness in choosing lists as high, 21 rated their selectiveness as average, and only seven said their selectiveness is minimal.

•*"Up-front" response rates:* Despite the worsening recession between 1980 and 1981, 22 of 58 respondents reported no change in initial response to mailings, and 19 reported

Ask the best reps in the business, and they'll tell you it's much more than a good lunch and a firm handshake... much more than personal salesmanship. Your ad sales director needs the support of a full-functioned marketing service–and now you needn't settle for anything less.

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(212) 586-3606.

increased initial response. Seventeen reported decreased up-front response.

•*"Back-end" response rates:* 25 of the 58 respondents reported no change in back-end response between 1980 and 1981; 19 reported a decrease, and 13 reported an increase.

For its full survey, DMA mailed a total of 1,000 survey questionnaires to member companies comprising a wide range of businesses, including publishing, that employ direct marketing. A total of 308 responses were received, which represents a response rate of 31 percent.

Former counsel for MPA dies

Bethesda, Md.—Norman S. Halliday, former vice president and legal counsel for the Magazine Publishers Association (MPA), died of cancer on January 27, at the age of 55.

A graduate of the St. Louis University law school, Halliday worked in labor relations and became a legislative assistant in the House of Representatives before serving with the MPA's Washington, D.C. office from 1969 to 1972. He was then appointed assistant postmaster general for government relations in the U.S. Postal Service, and held that position from 1973 to 1975. Since 1977, he had been vice president of the National Association of Greeting Card Publishers.

PIB figures

(Continued from page 8)

where pages fell 4.1 percent, to 33,880.09. Revenues for this category rose 3.5 percent, to $689,034,065. The biggest percentage gains in revenues among this group were shown by *Games*, with an 83.1 percent revenue increase from 1981 to 1982, followed closely by *Discover*, with an 82 percent increase.

As a category, weekly magazines fared slightly better than monthlies, a reversal of the previous year's situation. Ad pages for weeklies dropped 2.6 percent—a smaller decline than was experienced by monthlies—while revenues for weeklies increased by 4.1 percent. Six of the 11 weeklies monitored posted a decline in ad pages, but only one showed a decline in revenues. The revenue decrease, along with an ad page decrease, was reported by *Newsweek*. Ad pages (but not revenues) decreased for *The New Yorker, People Weekly, Sports Illustrated, Time* and *U.S. News & World Report.*

The outdoor and sports group of magazines posted a 12.4 percent increase in revenues for the year, with an ad page increase of only .7 percent.

The fashion and service category, while showing an increase of 10.6 percent in revenues for 1982, compared with those of 1981, posted a .9 percent decline in ad pages.

This performance contrasts strikingly with the fashion and service group's showing in 1981, when ad pages rose by 11 percent and revenues by 28 percent, compared with those of 1980. In 1981, the four magazines in this group (*Glamour, Harper's Bazaar, Mademoiselle* and *Vogue*) showed revenue increases ranging from 20 percent to 35 percent; in 1982, revenue increases for these magazines ranged from 3.4 percent (*Glamour*) to 22.1 percent (*Harper's Bazaar*).

Ad pages in women's magazines rose by 1.1 percent over the 1981 totals, while revenues rose by 5.2 percent. The two "working woman" magazines turned in the best showing of the whole group: *Mc-*

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Call's Working Mother posted a 68.9 percent increase in revenues and a 14.8 percent increase in ad pages; *Working Woman* showed a 72.2 percent revenue increase and a 32.7 percent ad page increase.

Two other groups posted increases in revenues despite a decreased number of ad pages. The mechanics and science category had an 8.6 percent increase in revenues with a 1 percent dip in ad pages, while the category of home magazines had a 6.4 percent revenue increase with 3.2 percent fewer ad pages.

Newspaper supplements and sections—*Family Weely, New York Times Magazine* and *Parade*—had an 8.5 percent overall decrease in ad pages for the year, and a 6.7 percent increase in revenues. In 1981, revenues for this group rose by 10.5 percent compared with those of 1980, while ad pages rose by 2 percent.

People

Ciro Buttacavoli to associate publisher, *Control Engineering,* from national sales manager, *Plant Engineering*; **Chuck Minor III** to national sales manager, *Plant Engineering.*

Michael Burdish to research supervisor/sales service, Golf Digest/Tennis, Inc., from research analyst, *The New Yorker.*

Edwin Cooper to director of marketing development, Hearst Magazines, from assistant to the publisher, promotion director, *Good Housekeeping.*

Gerard A. Byrne to publisher/advertising director, *Electronic Media,* from eastern sales manager, *Advertising Age.*

Theodore A. Maurer to vice president, Medical Economics Company Inc., from the general manager of MEDECommunications and president of Medical Media International.

Robert R. Victorin to publisher, *Consultant,* remaining as executive vice president, Cliggott Publishing Co.

Christina M. Frohock to sales promotion and research manager, *Metropolitan Home,* from U.S. promotion director, *Newsweek International.*

Elizabeth L. Wagner to publicity manager, *TV-Cable Week,* from assistant program manager, WNYC-TV.

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UPDATE

Circulation/Subscription

New ABC reports 'flag' overestimated circulation for buyers

New York City—A new quarterly report from Audit Bureau of Circulations (ABC) will make it easier for ad agencies and advertisers to spot magazines whose Publisher's Statement circulations don't match actual audited circulations.

The variation report, the first edition of which was released in January, lists all magazines whose Audit Report figures received during the previous three months showed a 2 percent or greater negative variation from their circulation average for the two Publisher's Statements preceeding the audit.

The first report, covering the fourth quarter of 1982, showed that 19 U.S. magazines that had audit reports released during that period had overestimated their circulations by 2 percent or more. The range of overestimation was from 2.28 percent to 10.90 percent. Eight of the magazines had overestimated by more than 5 percent. (See table.)

ABC stresses that the report is not intended to identify magazines that failed to meet a rate base or circulation guarantee. Nevertheless, the report is another manifestation of recently intensified ad agency concerns about publishers not delivering on circulation statements.

ABC initiated the report at the request of "buyer members," according to the association's bulletin.

ABC reports both significant negative and significant positive variations from Publisher's Statement figures in its Audit Reports, and also reports discrepancies in paragraph 12 of the two Publisher's Statements following the audit, with a cautionary note to readers of the statement. But, because most media buyers work from the latest Publisher's Statements, and since variations are reported in the final paragraph, "the variations are sometimes missed," explains ABC.

"The new variation reports just help flag those publications with major differences for the agencies," says an ABC spokesperson.

The last ABC study of variations between Publisher's Statement figures and audited figures, done on 1980 audit reports, showed that figures from 254 (56 percent) of the 450 audit reports analyzed repre-

ABC magazines with audited variations of 2 percent or more from Publisher's Statements, Fourth quarter 1982

Magazine	Audit period	Total paid, Publisher's Statements	Total paid, audit report	Difference	Percentage difference
United States					
Air Progress	12/31/81	118,180	105,298	– 12,882	– 10.90
Country Gentleman	6/30/81	161,303	147,120	– 14,183	– 8.79
Daytimers	6/30/82	158,702	153,569	– 5,133	– 3.23
*Eagle**	6/30/82	698,690	654,839	– 43,851	– 6.28
Financial World	12/31/81	82,070	79,722	– 2,348	– 2.86
Gallery	12/31/81	576,671	541,065	– 35,606	– 6.17
Gourmet	12/31/81	646,162	631,400	– 14,762	– 2.28
Horse & Rider	12/31/81	109,333	104,636	– 4,697	– 4.30
Inside Sports	12/31/81	521,284	502,067	– 19,217	– 3.69
Lady's Circle	12/31/81	135,113	130,631	– 4,482	– 3.32
Movie Mirror	12/31/81	99,545	94,385	– 5,160	– 5.18
National Examiner	12/31/81	568,482	550,903	– 17,579	– 3.09
Newsweek International (Latin American Edition)	12/31/81	43,852	42,649	– 1,203	– 2.74
Outside	12/31/81	200,856	180,766	– 20,090	– 10.00
Playgirl	12/31/81	714,275	670,721	– 43,554	– 6.10
Soldier of Fortune	12/31/81	198,777	190,676	– 8,101	– 4.08
Teen Machine	12/31/81	87,755	84,383	– 3,372	– 3.84
TV & Movie Screen	12/31/81	81,616	77,392	– 4,224	– 5.18
TV Picture Life	12/31/81	82,117	79,342	– 2,775	– 3.38
Canada					
Decormag (English edition)	6/30/82	30,755	27,943	– 2,812	– 9.14
Decormag (French editon)	6/30/82	46,768	45,465	– 1,303	– 2.79

*Resignation Audit

Source: Audit Bureau of Circulations, Inc.

Circulations overestimated by more than 2 percent are handily identified for agency media buyers in new ABC reports. Eight of the 19 U.S. magazines in first report (above) overestimated by more than 5 percent.

Publication delivery box score
Ordinary second class and controlled circulation publications
October through December 1982

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	later
Average % (including other U.S. cities not listed below)	18%	13%	35%	19%	10%	5%
Boston (Area 021)	8	33	25	17	17	0
New York City	12	29	35	9	15	0
Buffalo	55	19	22	4	0	0
Pittsburgh	12	26	48	7	7	0
Philadelphia	10	0	35	29	16	10
Washington, D.C.	33	22	30	11	0	4
Atlanta	27	3	35	16	13	6
Miami	57	11	23	6	0	3
Memphis	14	31	31	8	8	8
Cincinnati	37	13	43	7	0	0
Detroit	13	7	60	20	0	0
Milwaukee	22	0	48	26	4	0
Minneapolis	27	31	38	0	0	4
Chicago	27	26	43	4	0	0
New Orleans	16	6	22	17	28	11
Dallas	26	27	25	11	9	2
Houston	16	32	44	8	0	0
Denver	4	13	33	20	20	10
Salt Lake City	0	14	27	33	13	13
Los Angeles	23	12	40	5	13	7
San Francisco	33	13	42	3	3	6
Seattle	32	6	34	19	3	6

Source: Red Tag News Publications Association, Inc.

Service declined overall for ordinary second class publications in the fourth quarter of 1982, as compared with the third quarter of 1982. For all cities monitored, the combined percentage of publications that were delivered on time (service standard) or sooner (better than service standard) was 31 percent in the fourth quarter, as compared with 34 percent in the third quarter.

Cities with the best service in the fourth quarter (based on combined percentages of "on time" or "better" delivery) were Buffalo (74 percent), Miami (68 percent), Minneapolis (58 percent), Washington, D.C. (55 percent), and Chicago and Dallas (both at 53 percent). Cities with worst service were Philadelphia (10 percent), Salt Lake City (14 percent), Denver (17 percent), Detroit (20 percent), and Milwaukee and New Orleans (both at 22 percent).

Salt Lake City, Milwaukee and Detroit were also among the five worst in the third quarter, though each showed slight improvement in the fourth quarter. Cities showing significant improvement over their performance in the third quarter included Minneapolis (up to 58 percent, from 22 percent), New York City (up to 41 percent, from 22 percent) and Los Angeles (up to 35 percent, from 24 percent).

sented deductions from circulation figures given in Publisher's Statements. For 27 percent, there was no difference, and for 17 percent, publishers had underestimated their circulations.

Of the 254 audits that showed publishers had overestimated their circulations, 175 (69 percent) had overestimated them by 2 percent or less. Seventy-nine (31 percent) had overestimated their circulations by more than 2 percent.

Publishers still probing credit card option's potential

New York City—It would seem a safe bet to assume that offering consumers the option of charging new subscriptions and renewals to major credit cards would be an easy way to give circulation a boost.

But in truth, using the credit card option is not such a straightforward matter, according to several publishers and circulation directors recently interviewed by FOLIO. Some reported having found specific, cost-effective ways to employ the option; others have given up on it after testing it; and still others frankly admit confusion about how to employ it, if at all.

The lift in response produced using the option in cold mailings, some executives say, is often not sufficient to make up for the 3 percent to 7 percent fee that must be paid to the credit card companies, plus increased costs of processing and fulfillment—particularly if fulfillment is done in-house. Several reported that the increase in response from the option is even smaller with renewals than with new subscription promotions.

One magazine circulation director reports that testing with credit cards actually depressed response in one new subscription promotion.

However, many of those interviewed acknowledged that they had not tested the potential of the option fully, due to the costs involved. Some had not tested it at all.

At *Newsweek*, the credit card option is offered primarily on mailings for new business, and lifts response by 5 percent to 10 percent, reports Steve Bernard, circulation promotion director.

But, Bernard says, "only new business gives us sufficient lift to earn back the added costs." *News-*

week has found through testing that the option does not pull nearly as well on renewal offers as on new business mailings. It is used only after the third renewal effort, Bernard reports, since it produces no lift on the first three renewals.

Savvy has offered a credit card option for two years, but has found that it neither improves nor diminishes response on cold mail and renewals, says publisher Alan Bennett. "Response is not the only criterion I look at," Bennett explains. "You get a higher demographic profile in the credit card customer—using the credit card helps qualify our circulation," he said.

Some publishers feel that response to the credit card option in magazine promotions may have been hindered up to now by consumers' fear that their credit card information will be misused in transit.

"People used to be uncomfortable with releasing their credit card numbers through the mail, but are now becoming more familiar with using credit cards as an extension of their wallets," says Bennett.

John Griffin, vice president at Rodale Press, thinks that people will become more accustomed to using credit cards, but that this process will take time—perhaps five years. Rodale has not tested a credit card option on its magazines. However, the Rodale book operation tested the use of credit cards and got no increase in response, Griffin says.

"My own opinion is that the simpler the order card, the higher the response—credit card numbers complicate the order form," he continues.

Unwillingness to further complicate an already complicated order form has also kept *Business Week* from a full-fledged use of the credit card option, reports Ken Graham, circulation director. *Business Week* has been testing the credit card option on new subscription and renewal promotions for two years and has been unable to make a decision on how to proceed, he reveals.

"We've seen no dramatic lift from it, it takes up room on the form, and it costs money in the fee and in fulfillment time and processing," Graham explains.

Fulfillment tangles in particular have prevented *Business Week* from doing more testing, he says. *Business Week* has an in-house fulfillment system, and therefore must

(Continued on page 30)

Subscriptions up 39% in past decade; direct mail still leading source

New York City—Total subscriptions of Audit Bureau of Circulations (ABC) member magazines increased by 39 percent—from 137 million to 190 million—between 1970 and 1981, according to a recent Magazine Publishers Association (MPA) study of channels at subscription sales. The study was based on paragraph seven of ABC Publisher's Statements for the period.

The study confirms that direct mail and direct request orders (which include all subscriptions sold through direct mail by publishers and subscription agencies, plus subscriptions sold through response to radio and television promotions) accounted for 71.6 percent of all subscriptions sold in 1981, as compared with 56.8 percent of subscriptions sold in 1970.

The 1981 percentage is, however, a slight decline from 1979, when direct orders accounted for 74.5 percent of subscriptions.

Orders obtained through salespeople, as a percentage of all subscriptions sold, declined for nearly every category of salespeople. Orders obtained through publisher-employed salespeople, which includes orders gotten through publishers' telephone sales, declined from 2.1 percent of all subscriptions in 1979 to 1.7 percent in 1981. (They represented 5.2 percent of all sales in 1970.)

Orders through catalog and individual agencies declined from 2.3 percent to 1.7 percent between 1979 and 1981, while orders sold through members of schools and churches decreased from 4.7 percent to 4.4 percent. Orders from independent agency salespeople (3.2 percent) and newspaper agencies (0.1 percent) remained stable through this period.

Subscriptions through association memberships increased from 11.4 percent of all subscriptions in 1979 to 15.7 percent in 1981. (They represented 12.2 percent of the total in 1970.) The jump was mainly due to new ABC membership of *Modern Maturity* and *AARP Newsletter*.

Channels of subscription sales from ABC Publisher's Statement

	1970		1979		1981	
	Number (000)	As a % of all subs sold	Number (000)	As a % of all subs sold	Number (000)	As a % of all subs sold
Ordered by mail and/or direct request	78,094	56.8%	130,752	74.5%	136,000	71.6%
Ordered through salesmen						
Catalog agencies and individual agencies	3,342	2.4	3,967	2.3	3,238	1.7
Publisher's own and other publishers' salesmen	7,088	5.2	3,689	2.1	3,261	1.7
Independent agency salesmen	3,416	2.5	5,451	3.1	6,128	3.2
Newspaper agencies	696	0.5	189	0.1	89	0.1
Members of schools, churches, etc.	5,979	4.4	8,239	4.7	8,274	4.4
Association memberships	16,794	12.2	19,946	11.4	29,777	15.7
All other channels	21,983	16.0	3,050	1.8	3,052	1.6
Total subscriptions sold each year	137,396	100.0%	175,285	100.0%	189,819	100.0%

*Source: *MPA Circulation Marketing:* MPA analyzed paragraph seven of ABC Publishers' Statements for the period 1970 to 1981.

Dominant source of subscription sales is still by far direct mail/direct request category, at 71.6 percent of all 1981's subscriptions. Orders through salespeople dipped slightly as a percentage of total subscriptions.

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McLaughlin said.

Isaac noted that while previous *Reader's Digest* campaigns promoting magazine advertising took the tack that magazines and television complemented each other, now "we're being more critical of television." In part that's because "we're more assured of the fact that we've got a strong magazine story now," he explained.

Print ad production costs rose 1.7% in '82

New York City—The average cost to an advertiser to produce a print ad rose by less than 2 percent in 1982 compared with 1981; this is the second year for which a negligible increase in print ad production costs was measured. These findings were contained in a survey by Trout & Ries Advertising, which studies these costs every year.

Although the average cost for preparing an ad rose by only 1.7 percent, individual cost increases for one-page ads increased by larger percentages. For instance, a one-page black-and-white ad, which cost $2,830 to produce in 1981, cost $3,045 to produce in 1982, a 7.6 percent increase. Similarly, a one-page four-color ad, costing $7,740 to produce in 1981, cost $8,010 to produce in 1982, a 3.5 percent increase.

In contrast, a two-page black-and-white spread, which cost $5,180 to produce in 1981, cost $4,990 to produce in 1982, a drop of 3.7 percent. The cost to produce a two-page four-color spread dropped to $10,635, a 2.9 percent decrease.

A spokesman for Trout & Ries said the agency could not explain the variations in cost changes among the different categories of ads.

Included in these production costs are layout charges, photography, retouching, typesetting, photostats, mechanical assembly, separations, reproduction material, reprints and agency commissions.

Single-advertiser policy working for *American Heritage*

New York City—*American Heritage*'s very unusual advertising policy, whereby a single advertiser is offered all the ad pages in one issue, has worked very well in its first year, reports Paul Hale, publisher.

Of the first six issues *American Heritage* has offered under this policy, five had been sold to major companies at FOLIO's press time and negotiations with a buyer for the sixth were nearing completion.

Hale noted that *American Heritage*, like other magazines, had advertisers committing late, but that the magazine could take a buyer as late as the first of the month preceding the issue's cover date.

In the event that no advertiser were to buy an issue, the magazine would just publish without any advertising in that issue, Hale added.

Looking back over *American Heritage*'s first year with advertising, Hale noted that four of five advertisers were large corporations.

Single advertisers in *American Heritage* have used the issue for promotion purposes, he added. Ford, for example, has ordered 8,000 extra copies of the July issue, which it plans to distribute to dealers, branch sales offices and major customers, Hale said. De Beers, which bought the February issue, ordered 1,500.

Advertisers have been using the eight pages available in the magazine in widely varied ways, Hale continued. Of the first four advertisers, two used the inside covers, and two did not, he said. Grumman used four spreads, scattered throughout the magazine. Oscar de la Renta used six consecutive pages followed by two right-hand pages. GTE used all spreads available—front, back and inside. De Beers used a spread inside the front cover and a single page on the inside back cover, plus single pages within.

Cost to produce a print advertisement

	1978	1979	1980	1981	1982
1 page black-and-white.............	$3,240	$3,195	$2,685	$2,830	$3,045
1 page two-color.........................	3,810	5,085	3,965	3,500	3,595
1 page four-color.........................	7,470	7,715	7,950	7,740	8,010
2 page spread black-and-white	5,990	5,480	4,240	5,180	4,990
2 page spread two-color............	5,190	5,620	4,615	4,520	5,050
2 page spread four-color...........	8,650	10,175	11,125	10,950	10,635

Source: Trout & Ries Advertising

Cost to produce a one-page black-and-white ad rose 7.6 percent—more than all other categories of ads in 1982 compared with 1981.

UPDATE

Circulation/Single-copy

Plastic check-out fixtures offer cost, display advantages

New York City—Results of test programs in retail outlets indicate that plastic fixtures at check-outs could offer both cost and display advantages over wire fixtures—advantages that would be significant for publishers, who collectively spend millions each year on fixtures.

Early efforts to use plastic for fixtures earned plastic a bad reputation: Some of the fixtures couldn't withstand a single bump of the grocery cart; others disintegrated into hundreds of pieces when exposed to cold weather.

But, due to major advances in plastic materials and fixture designs in recent years, some publishers, distributors and retailers now believe that these fixtures may be superior to wire ones.

The reasons: Newly developed fixtures with plastic pockets and metal or wooden superstructures currently cost about the same per pocket as wire fixtures, but offer lower replacement and maintenance costs. They also offer the potential of becoming less expensive than wire, if their use becomes widespread.

Moreover, the plastic fixtures present a modern, orderly appearance, which pleases retailers who have tested them, and they may contribute to impulse buys of magazines through better cover visibility.

Currently, the cost of a plastic fixture pocket ranges from about $7.50 to $10, as compared with the cost per wire pocket of about $5 to $14, according to fixture manufacturers.

However, new types of plastic racks tested in retail stores appear to last at least as long as wire ones, and to keep a neat appearance longer than wire ones. Moreover, it is easier and less costly (especially when the labor and time involved are considered) to replace damaged plastic pockets than to replace wire ones.

One of the major advantages offered by plastic racks is the superior visibility of covers, notes one wholesaler. "Wire will hide a portion of the magazine's cover," he says. "Cover display is also better with plastic because the magazines don't flop forward or become dog-eared."

In addition, re-racking stores (and therefore the costs incurred by this process) could be delayed by as much as six months, according to Kent Rollison of International Circulation Distributors (ICD), because plastic racks look better longer than do wire racks. A major reason retailers agree to new check-out programs that require re-racking, Rollison explains, is that wire racks, especially those that are brass-coated, become tarnished quickly and look poor.

The cost of shipping new fixtures is greatly reduced when those fixtures are made partially of plastic,

(Continued on page 39)

ENQUIRER
Star
McCall's

Looking better longer: Retailers may re-rack less often—and so save publishers money—if plastic fixtures begin replacing wire ones. Dierbergs chain's check-outs (above) show plastic's durable, clean look.

College bookstores offer specialty magazines opportunities

Westbury, N.Y.—Publishers of special interest magazines who have not already examined the potential for expanding their single-copy distribution and sales through college bookstores should do so, results of a *College Store Executive* (*CSE*) survey indicate.

College bookstores present a prime opportunity for special interest magazines for several reasons, says *CSE* editor Marcy Kornreich.

These bookstores, of which there are about 3,000 in the United States, reach a large audience of unusually up-scale young adults, whose magazine buying habits differ in many regards from those of consumers in supermarkets, convenience stores and other major single-copy outlets. For example, although students buy men's sophisticates, *Cosmopolitan, People* and other national bestsellers, they also purchase newsweeklies in unusually large numbers, and very few tabloids. In fact, most managers responding to the *CSE* survey said that they do not carry the *National Enquirer* or the *Star*.

In addition to attracting a group of consumers whose interests are varied enough to accommodate a variety of special interest titles, college bookstores are receptive to serving these interests, according to *CSE* interviews.

Of the managers who carry magazines, many said they try to comply with requests from college faculty and students to carry particular magazines. They also said that they feel an obligation to carry a variety of titles, says Kornreich, "even if it means only selling five or six copies each month."

One manager of a midwestern college bookstore, for example, said, "Our specialty titles are generally in art, fashion, and cooking, plus a few car and racing types. I would say we carry five or six copies of each, but they all sell."

Many managers, moreover, in-

Magazines carried by most college bookstores

	Percentage of stores carrying
Newsweek	97%
Cosmopolitan	87
Glamour	87
Time	85
Life	82
Sports Illustrated	82
U.S. News & World Report	81
Better Homes and Gardens	81
Psychology Today	79
Mademoiselle	79
Omni	77
Ladies' Home Journal	76
McCall's	76
Vogue	76
National Lampoon	76

Source: *College Store Executive*. Figures shown above are based on the responses of 72 college bookstore managers whose stores carry magazines. There were 157 responding managers, which represents a 16 percent response rate for the survey.

These 16 titles will be found in three out of four college bookstores that carry magazines, recent survey shows.

dicated that they are increasing the number of magazine titles they carry. Some of these newly added titles, they said, are specialty magazines covering politics, history, and the computer industry—all types of publications that are gaining popularity on campuses.

"It's inconceivable," says Kornreich, "that publishers would pass up opportunities in this market. It's a captive market for them--a chance to establish loyalty to their publication over a period of four years."

However, the survey responses suggest that magazine publishers in general may not be doing all they can to take advantage of college bookstores as potential single-copy outlets: Only 72 (46 percent) of the 157 responding bookstore managers said they carry magazines. (Response rate for the survey was 16 percent.) Of those bookstore managers who do not carry magazines, most cited lack of space as a primary reason

Other results of the survey:

- Among the responding managers of college bookstores that carry magazines, the 10 bestselling magazines are *Playboy, Cosmopolitan, People, Penthouse, Time, Newsweek, Glamour, Vogue, TV Guide*, and *Mademoiselle.* (See accompanying chart for magazines which are carried by most respondents.)
- Magazines are indeed profitable for college bookstores: Well over half of those who carry magazines report gross profit margins of 20 percent or more.
- Nevertheless, profits (and, perhaps, bookstores' view of magazines) could be enhanced if more bookstore managers knew about and used Retail Display Agreements (RDAs), says Kornreich. Over half (54 percent) of responding managers indicated that they are not familiar with RDAs.
- A majority (71 percent) of the managers whose stores carry magazines are pleased with wholesaler delivery and billing services. The minority who are not pleased cited "erratic delivery schedules," insufficient copies of bestselling titles, and slow credit services.

Overseas sales slump apparent in 1st half '82 Boarts' figures

New York City—Unit single-copy sales of U.S. magazines overseas declined in several major categories during the first half of last year as compared with the first half of 1981, an analysis of circulation figures for magazines distributed by Boarts International, Inc. reveals.

The figures show a continuation of the downward trend in single-copy sales abroad that began in 1981. The downswing is largely attributed to the high costs of U.S. magazines overseas due to the strength of the dollar against foreign currencies.

Increased cover prices helped maintain sales revenue for some magazines, but may have also contributed to declines in unit sales, in some cases.

The men's general interest category, which accounts for one third of

Boarts' top 10 U.S. magazines by overseas unit sales First six months of 1982

	Unit sales*		
	1982 (1st half)	1981 (1st half)	1981 rank (1st half)
1. *Penthouse*	294,855	323,351	(1)
2. *Playboy*	225,551	307,629	(2)
3. *Reader's Digest*	57,343	51,652	(6)
4. *Life*	56,161	75,547	(4)
5. *Omni*	54,465	87,202	(3)
6. *Playgirl*	51,359	31,390	(not in top 10)
7. *Easyriders*	48,317	47,002	(7)
8. *Scientific American*	42,618	43,350	(8)
9. *Hustler*	40,132	33,388	(9)
10. *Architectural Digest*	32,700	25,601	(not in top 10)

*Figures taken from *Boarts' Report*, which used as a source the ABC Report for the six-month period ending June 30, 1982. Figures include sales in foreign countries (excluding Canada), U.S. possessions and military bases.

Despite steep declines from first half 1981, *Penthouse* and *Playboy* still dominated single-copy sales of U.S. magazines overseas during the first six months of 1982. *Playgirl* and *Architectural Digest* broke into 1982's top 10. *Gallery*, formerly in tenth place, exited the top 10 with unit sales of 23,378 for the first six months of 1982, as compared with 31,980 in unit sales for the same period during 1981. (It should be noted that *Oui*—which held fifth place in the first half of 1981 with 62,938 in unit sales—is absent from the 1982 report, as figures were unavailable when the report was prepared.)

Boarts sales abroad, again showed a drop in unit sales, after a unit sales decline of 20 percent in 1981's last half. Total decline in unit sales for the first half of 1982 was 16 percent for the eight magazines that were listed in the category in both first half 1981 and first half 1982. Those magazines are *Cheri, Chic, Club, Gallery, Genesis, Hustler, Penthouse* and *Playboy*.

Playboy's unit sales dropped by 27 percent, to 225,551; *Penthouse*'s declined by 9 percent, to 294,855.

Eleven magazines in the women's general interest category were down in total unit sales by 9 percent in last year's first half. Sales of these magazines totaled 129,979. (Two hundred unit sales for *Savvy*, which was listed in this category for the first half of 1982, but not the second half of 1981, are not included.)

Total unit sales of the seven magazines in the general interest category were down by 6 percent, to 150,313. The seven listed in the category for first half 1981 and first half 1982 are *Games, Life, Money, National Lampoon, Reader's Digest, Saturday Evening Post* and *Town & Country*.

The category of science/computers, after gaining 16 percent in unit sales in last half 1981, showed a significant decline in the first half of 1982. Total decline for the eight magazines included in the category in both first half 1981 and first half 1982 was 18 percent. Most of this decline, however, was accounted for by *Omni* (-38 percent, down to 54,465), and *Discover* (-23 percent, down to 15,621).

Despite the problems overseas, some categories made healthy gains. The young women's category jumped to 165,571 in unit sales, up 15 percent. The ten magazines in the home/family category in the first half of both 1980 and 1981 gained 22 percent in total, buoyed by a 28 percent increase for *Architectural Digest*. This category was also helped by the 2,800 total unit sales due to the addition of *Crafts* and *Home*.

Plastic check-out fixtures

(Continued from page 32)

notes Rollison, as compared with the cost of shipping wire racks.

Among the first supermarket chains to test the new plastic fixtures is Dierbergs Markets, a chain of six stores headquartered in Chesterfield, Missouri. ICD, in conjunction with the wholesaler agency Austin Periodical Services, coordinated the design

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presentation that was ultimately chosen by Dierbergs to be placed at more than 40 of its check-out lanes.

At each of Dierbergs' check-outs, there is a 32-pocket plastic display fixture, with a chrome frame. Installed in phases after each store was remodeled, many of these fixtures have remained undamaged for two and one-half years.

About three of the individual pockets have broken, but they have been easily replaced, says the general manager of Austin Periodical Services, Ken Wellborn. He agrees that the plastic pockets are much easier to replace than wire.

"It seems to me that the wire racks, even though they began to look bad, tended to stay in the store longer than they should have," says John Muckerman, Dierbergs' director of marketing. "The plastic still looks good after a couple of years."

However, use of plastic magazine fixtures at check-outs is still limited to a few chains, and some in the industry believe it may take several years for their use to become widespread.

Frank Selinger, sales service manager of Time Distribution Services (TDS) has serious doubts about the use of plastic at check-outs, because major manufacturers of other check-out items, such as gum and razor products, have not yet gone to plastic displays. Until they do, Selinger believes, the magazine industry will have to wait, because it lacks sufficient clout to convince retailers to switch from wire to plastic fixtures.

Supermarket chain buyers to emphasize magazines this year

Stamford, Conn.—Magazines, both at the mainline and at the check-out, will be getting increased, favorable attention from supermarket chain buyers in 1983, according to a recent *Progressive Grocer* survey.

Seventy-nine percent of the 161 responding supermarket general merchandise buyers said that they plan to "favor" check-out publications in terms of emphasis given them as a category in 1983. Moreover, 74 percent said they will favor reading center publications in terms of emphasis this year. In fact, the two magazine categories were each rated as "favored" by more buyers than any other of the 38 general merchandise categories listed in the survey.

Only three percent of the buyers indicated that they planned to de-emphasize magazines at check-outs, and an equal percentage said they will de-emphasize magazines in reading centers. Eighteen percent of the executives said they planned no change in their present treatment of magazines at check-outs in 1983; 23 percent said they planned no change in reading center emphasis.

The non-foods executives said they rank publications highly as a category because they provide a healthy return on investment, despite some continuing problems with the collection of Retail Display Allow-

(Continued on page 96)

Top general merchandise categories to be favored by supermarket chain buyers in 1983

Category	Favor	De-emphasize	No change	"Favoring Index"*
Publications, check-out	79%	3%	18%	+76
Publications, reading center	74	3	23	+71
Seasonal goods	73	6	21	+67
Baby needs	68	3	29	+65
Light bulbs	66	1	33	+65

*% point difference between responses for "plan to favor" and "plan to de-emphasize."
Source: *Progressive Grocer*, January 1983

Publications hold the top two places among 30 general merchandise (GM) categories, in terms of the number of supermarket chain GM buyers who said they "plan to favor" the various categories in 1983. Shown above are the top five categories, by percentage of buyers "favoring" each. Only 3 percent of the 161 non-foods executives responding to the survey indicated that they plan to "de-emphasize" magazines as a category this year.

said, noting that amusing drawings accompany the copy lines.

"People who buy *Harper's* buy it to read it," Kinsley continued, "not to be grabbed by a picture. If they see something on the cover they want to read, they'll buy the magazine." Another reason for the cover's success, Kinsley says, is that it is unique and stands out on the newsstand—"no other glossy magazine has this cover style," Kinsley points out.

The idea for the cover design arose from an argument Kinsley was having with art director Jan Drews last spring. "We were arguing about the cover. One of us said something like 'we might as well put the contents page on the cover'—so we did!" The magazine had just gone through an internal redesign, which had resulted in a revamped, jazzier contents page.

Kinsley hopes that this cover design becomes the magazine's "signature" and stays with *Harper's* for 30 or 40 years.

One design consultant FOLIO spoke with wasn't sure the new design will last that long. "The trouble with table of contents covers is that they lack a sense of change—the words can be different but the visual impression of the type makes each one look like the next," asserted John Peter, a designer.

Kinsley, who is aware of the potential danger of monotony with the table of contents covers, says that various changes will be made in the covers each month, through the use of colors, corner slashes, and other small design variations.

Peter doesn't think these changes will be enough to maintain interest and impact. "The reason so many magazines use big, visual images is to signal a new cover and create an identity with a strong impact," he says. "Changes in the *Harper's* table of contents cover will have to be big, with big type or big pictures to create impact," he concluded.

Magazines slow to reduce edit pages when ad pages drop

Greenwich, Conn.—There is some evidence that magazines do not reduce editorial pages in proportion to a loss of advertising pages. In a majority of cases, when the number of ad pages goes down, the ratio of editorial pages to total pages increases; when ad pages go up, the ratio of editorial pages to total pages declines.

This conclusion can be reached by comparing Publishers Information Bureau reports on advertising pages in 116 publications against trend reports on editorial to total page ratios maintained by Hall's Magazine Reports, which tracked 15 magazines' editorial percentages over 20 years.

Since 1970, the percentage of editorial pages in these magazines had declined steadily, according to Hall's Magazine Reports, falling from 50.5 percent of total pages in

Editorial percentage vs. ad page change

	Editorial percentage* 1981	Editorial percentage* 1982	Ad page change 1982 vs. 1981**
Newsweek	46.0%	44.6%	– 8.5%
Time	41.2	41.8	– 9.2
Good Housekeeping	46.3	46.8	– 2.0
Ladies' Home Journal	46.3	53.0	–10.7
McCall's	45.8	48.2	– 9.1
Redbook	46.2	47.0	– 8.4
Family Circle	44.8	45.3	1.5
Woman's Day	42.4	44.1	– 0.8
Better Homes and Gardens	42.6	44.0	– 8.6
Outdoor Life	46.7	47.5	– 1.9
Sports Afield	46.1	46.2	3.1
Glamour	43.4	45.4	– 9.4
Harper's Bazaar	47.3	46.8	3.6
Mademoiselle	48.5	48.2	0.1
Vogue	39.1	39.4	– 0.9
Average percentage	44.3%	45.0%	

*Source: Hall's Magazine Reports

**Source: Publishers Information Bureau

Decline in ad pages is accompanied by an increase in ratio of editorial pages to total pages in ten of the cases shown above, illustrating that magazines do not cut editorial pages proportionally when advertising pages drop.

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1970 to 44.3 percent in 1981. During that period, the number of magazine ad pages increased significantly. In 1982, however, when PIB magazines lost ad pages, Hall's showed a reversal of the decline of editorial to total page ratios, as the percentage of editorial pages rose to 45.0 percent for the magazines studied.

Magazines that experienced both a drop in ad pages and a rise in the ratio of editorial to total pages in 1982 compared with 1981 include *Ladies' Home Journal*, which had a 10.7 percent drop in ad pages and a rise in editorial percentage from 46.3 percent in 1981 to 53.0 percent in 1982; *McCall's*, with a 9.1 percent ad page drop and an editorial percentage increase from 45.8 percent to 48.2 percent in 1982; *Better Homes and Gardens*, with an 8.6 percent ad page drop and an editorial percentage increase from 42.6 percent to 44.0 percent; and *Glamour*, with a 9.4 percent ad page drop and an editorial percentage increase from 43.4 percent to 45.4 percent.

Harper's Bazaar and *Mademoiselle*, which both had an increase in advertising pages in 1982, each showed a decrease in the ratio of editorial pages to total pages.

Three magazines studied by Hall's did not reflect this relationship. *Newsweek* showed a drop both in ad pages and in editorial percentage between 1981 and 1982, while *Family Circle* and *Sports Afield* both showed an increase in ad pages accompanied by an increase in the ratio of editorial to total pages.

Book advises how to write with style

Lawrence Ragan Communications, Inc. has published *Writing with Style, The news story and the feature*. The author, Peter Jacobi, has taught at Northwestern's Medill School of Journalism and is currently a writing instructor and consultant for Jack Hilton, Inc., in New York City. Jacobi also writes regularly as an art critic for *The Christian Science Monitor*.

The book is a collection of 46 articles on various aspects of writing news and feature stories. Jacobi has also included articles on business writing, speechwriting, and on writing to persuade, teach and solicit funds. Examples from books, newspapers, magazines and from direct mail advertising are used to illustrate the use of words, structure, narration, description, leads and endings for stories. A section on the "Uses and Abuses" of words is also offered. The 111-page, paperbound book is available from Lawrence Ragan Communications, Inc., 407 South Dearborn St., Chicago, Ill. 60605. Price: $15.

Treat every demand for retraction seriously, lawyer advises

New York City—Even though a complaint from a reader claiming to have been libeled by a statement made in the pages of your magazine may sound completely unfounded, treat it seriously, one lawyer says. This and other careful measures taken by the editor of a publication can avert a libel lawsuit being leveled at your publishing company, according to Barbara Schlain, assistant general counsel at McGraw-Hill.

There are several steps that can and should be taken when a reader complains about allegedly libelous statements in your publication, Schlain said recently, speaking at a New York Business Press Editors luncheon. First of all, acknowledge the complaint, and, if you can, call in a lawyer, she says. This is easiest in companies where lawyers are on staff, she noted.

Of course, when a mistake has been made, she continued, correct it in print.

When it is appropriate, offer the complaining party the opportunity to set forth his objections in a letter, to be published in your magazine, Schlain suggested.

Once a request for a retraction has been made, enforce a "no comment" policy on staff members not directly involved with the situation, Schlain recommended. "It's a good policy not to have people talking about touchy situations like these, especially outside the office walls," she commented.

You may want to consider other alternatives that may pacify the angered party, Schlain suggested. "You might hold a meeting with the aggrieved individual and solve the whole problem there," she said.

Other measures can be taken before publication to avoid getting into a lawsuit, Schlain advised. Where documents are part of a story, make sure to get a copy of them or at least to read them, rather than assuming that a summary of them by other sources is accurate, she says. When possible, once you have the documents, quote directly from them, rather than interpreting them yourself, she adds.

It is important to scrutinize everything in your publication—not just the body of the editorial copy, but the headlines, captions, letters and advertisements. Any of these may contain unintentionally inflammatory comment, she explained.

If you know an issue you are covering may be inflammatory, Schlain advises, be aware that coverage of that issue in other reputable publications may be of some protection in a possible lawsuit. "If a particular story has been reported in three reputable publications," she said, "you may not avoid being sued, but that coverage may constitute a partial defense once you are."

Every-issue surveys improve editorial at Medical Economics

Oradell, N.J.—The editorial product for Medical Economics Company's 12 magazines is aided by an unusual amount of research on reader reactions and suggestions. Reader surveys are conducted for every issue of Medical Economics' magazines to check the editorial quality of the issues and generate ideas for future issues, says Stephen Sorkenn, senior vice president, business development and research. "It really helps improve our product quality," Sorkenn asserts.

Most of the questions contained in the questionnaires, which are mailed to a random sampling of 500 to 1,000 readers of each issue of each magazine, ask for an evaluation of specific articles.

At *Medical Economics* magazine, 75 percent of the questions are on topics in the issue. The questionnaire asks readers to rate articles' usefulness and depth of information, and to tell how much of each article they read. "This provides a kind of post-testing for editors," Sorkenn explained, "showing them how well they have done with that issue in meeting readers' needs."

Another portion of each questionnaire requests information from the reader about his professional status and interests. For instance, a questionnaire may ask the reader to give his specialty area, as well as to make suggestions for future article topics. Answers to these questions provide editors with information about who their readers are and what they want to see covered, Sorkenn explained.

Checklist for April

☐It's not too early to start selecting mailing lists for your summer mailing. (And, be sure to pay attention to the advice from the list pros in the accompanying article.)

☐It's also time to check the early pay-up percentages of your late December or early January mailing.

☐If you are planning a package test for your July mailing, the time is about right to get the creative work started.

intelligence of the advice can work for all of us: "In times of challenge and change, plausibility isn't enough. Business publications, under the controlled circulation umbrella of BPA, develop highly sophisticated profile-perceptive demographics, psychographics and ergographics on the business executive. It's not enough.

"More profile is needed—sharper job function focus, more definition about the company, greater speed and efficiency in terms of the update. When everyone is battling for survival, *quality* is an absolute and quantity is a lower case consideration."

Quality of audience is a factor that has more than just a small effect on the results of any direct mailing. Quality can be put in terms of income level and ability to pay for the subscription. Quality can also mean the level a subscriber file averages out to when it comes to gauging the level reached in a profession or business; and after all, quality in a subscription file is what advertisers are continually looking for.

Rosemary Ganci of Total Media Concepts has advice that is not dissimilar from Steeg's: "When analyzing direct mail response, be sure to carry out your evaluation to the conversion level. Although the initial net response is a strong indicator of the profitability of a specific list, the conversion rate on a marginally responsive list may suggest that this list be retested."

Rules of thumb

Well, there you have it—thoughts, suggestions and advice from some of the industry's more knowledgeable and astute professionals. It seems they agree on three specific absolutes: Don't suggest that a mailing is a success until such time as at least one renewal cycle has been run and you can determine what the projected income will be as a result of the test; 2) Don't abandon any mailing list before evaluating the factors that made it work or not work. And be alert to how that mailing list may change, because it may change in a direction that is good for you; and 3) Be sure to test.

These are sound and simple rules of thumb that should be engraved in stone on the wall of every publishing company. The additional advice presented herein should also help you do a better job in making your direct mail more efficient.☐

Chain buyers

(Continued from 40)

ances (RDAs).

The buyers cited "good" sales volume and profit margins (with RDAs and display placement allowances), along with high turnover, as major advantages of publications, according to *Progressive Grocer.*

Buyers also noted that publications—particularly in reading centers—enhance the "one-stop shopping" marketing concept that many chains are trying to develop.

Interestingly, according to *Progressive Grocer,* some buyers feel that magazine sales may actually be benefiting somewhat from the recession. Some of them believe that a reduction in discretionary income has indeed caused consumers to cut back on purchases of high-priced nonessentials, but may, at the same time, have made them more apt to buy relatively low-ticket items that provide immediate gratification—such as magazines.

Renewals mystery

(Continued from page 94)

buyers, and so forth. Although the person who sends for Nikon information by mail may not be as responsive to the initial solicitation, he or she may prove significantly more likely to renew a photography magazine, and thus might well look worse in a one-year and better in a two-year analysis.

In addition, the first-free offer that brings *Rolling Stone* readers in by the thousands might prove much less attractive than the magazine's annual buying guide as a premium for the Nikon purchaser. Treat each segment in the appropriate way, and both groups might look better than they have in years.

The moral of the story

Our various efforts—the changed direct mail strategy, tightened-up renewal efforts, and so forth—have paid off. Our conversion rate on direct mail is within a point or two of its previous heights. In fairness, we've seen a recovery in all conversion rates for which we must give some credit to an improved magazine, not to just the brilliance of the circulation department.

What, then, does it all mean? Renewals are the lifeblood of any magazine. The worst thing for a circulation manager is to discover a significant decline in the conversion rate; if he does, a thorough, maddening examination of the entire marketing/editorial/fulfillment picture is obviously needed. But the decline, if it forces management to look with clear eyes at practices and premises, can lead to benefits well beyond an improved conversion rate.

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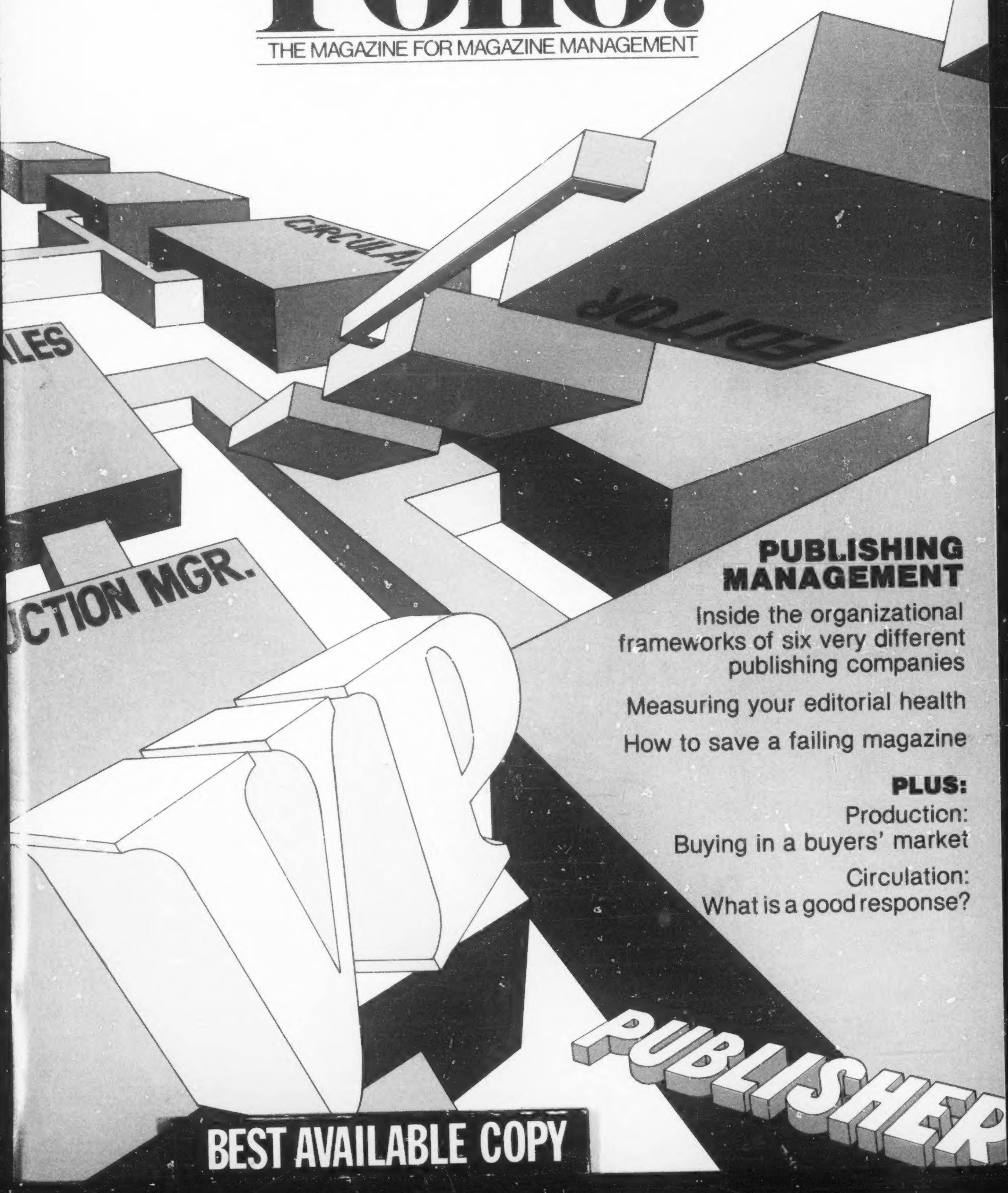

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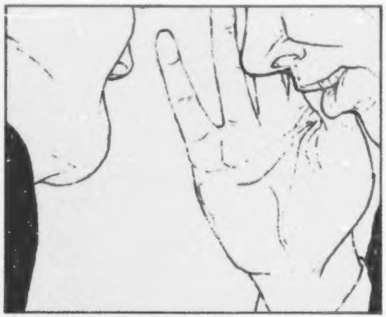

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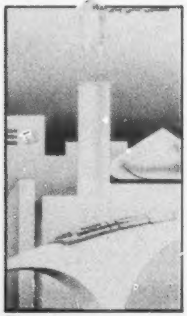

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Publishing management structures

By Karlene Lukovitz

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How to save a failing magazine

By James B. Kobak

What do you do when your magazine is losing its grip on the market? Do you sell? Do you kill it and start over? Or do you reposition? Page 71.

Measuring your magazine's editorial health

By John Peter

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Special Section: Suppliers '83

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Cover design: Steve Phillips Design, Inc.

ty in the job from start to end," Indich said. "Not only are there many legal complexities now as the result of government regulation, but there are wide differences from state to state in how collections may be handled," he said.

You can't turn the job of collections over to another person to finish once you've started it, these executives added. Even the publisher of the magazine, if he is asked to call a delinquent account, can be given the run-around, not knowing that the account has given the same story to the collections person for months, said Miller Freeman III, secretary-treasurer of Miller Freeman Publications, and chairman of the session.

If you're a small publisher and you want to try to hire a collections person full-time, but you're worried about the expense, try hiring someone on a commission basis, counseled Lowry. "Give him a percentage of the accounts he brings in over a certain period of time, and see whether the person pays for himself," he suggested.

Of course, it's difficult to hire good collections persons, all the executives agreed. "They need to have an obnoxious personality but also be professional," Freeman said. "Really, what you want is someone who can be really nice, then turn around and be really nasty too," he suggested.

Circulation gains posted by 58% of consumer magazines in 2nd half

Schaumburg, Ill.—The percentage of Audit Bureau of Circulation-audited magazines posting total paid circulation gains for the second half of 1982 decreased from the 1981 second half figure, as did the percentage of magazines posting subscription and single-copy gains.

Of the 420 consumer magazines audited in the December 31, 1982 Fas-Fax report, 245 (58 percent) reported average paid circulation increases for the second half of the year, down from the 63 percent that reported increases in the second half of 1981.

Three computer magazines (*Personal Computing, Popular Computing* and *Byte*) and two video magazines (*Video Review* and *Video*) were among the top 10 total circulation gainers for the period. (See chart.) Second half figures for 1982 were not yet available to ABC for *Home Video*, which had an 80.78 percent total circulation gain for the second half of 1981.

Notable losses in total paid circulation were experienced by *Harper's Magazine* (-54.71 percent), *Daytimers* (-37.11), *Soap Opera Stars* (-33.48 percent), *Soap Opera's Greatest Stories* (-32.31 percent) and *Geo* (-27.22 percent).

(Editor's note: While it is not possible to go into all the reasons for circulation changes, it is important to mention that not all declines are out of weakness: Some are by design to improve efficiency.)

Average subscription circulation for the second half of 1982 rose for 61 percent of the consumer magazines audited by ABC, down 2 percentage points from the 63 percent that reported increases for the second half of 1981. The biggest subscription increase was posted by *Personal Computing* (241.37 percent), followed by *Family Circle* (177.41 percent), *Living Single* (153.18 percent), *Weekly World News* (91.13 percent), *Video* (85.39 percent), and *Popular Computing* (84.07 percent).

Continued weakness in the single-copy area was evident from the ABC figures. More than half (53 percent) of the magazines with single-copy distribution reported single-copy losses for the second half of 1982, compared with the 45 percent that reported losses in the second half of 1981.

The biggest single-copy gainers for the second half of 1982 were *Western Outdoors* (2,741.85 percent), *Success* (336.50 percent), *Personal Computing* (292.10 percent), *The Monthly Magazine of Food & Wine* (206.17 percent) and *Travel & Leisure* (163.63 percent).

10 fastest-growing consumer magazines (second half of 1982)

Rank	Publication	Avg. total paid circulation for six mos. ending 12/31/82	Avg. total paid circulation for six mos. ending 12/31/81	Percent increase
1	*Personal Computing*	234,820	66,701	252.05%
2	*Popular Computing*	170,289	86,661	96.50
3	*Living Single*	6,747	3,773	78.82
4	*Video Review*	172,783	108,354	59.46
5	*National Examiner*	995,269	653,840	52.22
6	*The Economist*	88,264	58,800	50.11
7	*Video*	160,069	107,449	48.97
8	*Crafts Magazine*	292,935	203,825	43.72
9	*Home*	546,128	386,057	41.46
10	*Byte*	304,230	223,212	36.30

Source: Audit Bureau of Circulation Fas-Fax

Magazine publishers' romance with MBAs: Is it fading?

New York City—A few years ago there was a fascination with MBAs in the magazine business, but does that fascination exist today? Now that magazine management has had some time to evaluate the performance of MBAs in the industry, opinions vary: Some top executives think the MBA degree is useful, but others find the degree irrelevant, and even disruptive. Even those who value the MBA degree say they don't see it as a special ticket to success in the magazine business.

These viewpoints emerged from interviews conducted by Jonathan T. Rich, an MBA candidate at New York University and a summer intern last year at Hearst Magazines. Rich interviewed top management personnel of nine leading magazine publishing companies.

Here's what top management had to say about the value of an MBA degree:

"To me, an MBA degree is not entirely necessary to success in publishing," said Gilbert C. Maurer, president of Hearst Magazines. Maurer is a Harvard MBA, but he attributes his success to factors separate from his training at Harvard.

Maurer's statement is supported by a review of the careers of other top publishing persons. Many have made it in magazine publishing without an MBA. One such person is Jim Autry, vice president and general manager of Meredith's Publishing Group. He spent 20 years as an editor at Meredith prior to becoming general manager. Autry feels that his lack of an MBA has not hurt his career.

"If you could take the lessons learned in business school and apply them directly to the magazine business, then a person with an MBA would have an advantage over me," Autry said. "It is not so much the degree that matters, but the level of intelligence of the person holding the MBA."

Another non-MBA at the top is Kelso Sutton, group vice president, magazines, Time Inc. But, for Sutton, the MBA rates high in importance for today's professional in the business side of magazines. "Anyone thinking

Circulation/Single-copy

Paying for in-store check-ups: Rip-off or realism?

New York City—The on-going battle over in-store servicing has heated up recently, due to the participation of about 40 magazines in a wholesaler program that offers certain services to publishers willing to pay extra for them.

Several major national distributors are urging their publisher clients not to participate in the "Hilite" program offered by Hudson County News, North Bergen, New Jersey. The distributors cite the long-held publisher/national distributor position that standard financial agreements with wholesalers already include payment for performance of in-store services. The distributors say that publishers who agree to pay some wholesalers for specified services are establishing a precedent that will eventually result in publishers having to pay all wholesalers for such services.

However, the publishers participating in the Hudson program, which is an expanded version of payment programs already existing in other areas, view it as a realistic attempt to address the serious and seemingly interminable problem of in-store service. Although they of course prefer not to pay extra for services, the publishers feel they can no longer afford a stalemate in which the services are going unperformed. Some, such as Conde Nast, stress that they are "testing" this and similar programs, and will withdraw if results do not prove worth the costs.

But national distributors such as International Circulation Distributors (ICD) and Warner Publisher Services take a dim view of such programs.

Hearst Magazines' vice president, director of distribution, Frank Herrera, asserted in a Magazine Publishers Association (MPA) seminar that at least 80 percent of wholesalers had already opted to compensate for their shrinking profit margins (not declining dollar profits) by "cutting out twice-per-week deliveries, cutting out in-store services, or charging retailers for in-store services," instead of marketing harder to increase sales.

"Now, the wholesalers have come up with a whole new concept that seems to be a rampant fever out there," he said. "Realizing that they wouldn't succeed in getting national distributors' cooperation in in-store programs involving payment, they've gone straight to publishers."

Herrera said he "can't believe" that so many publishers, including several major ones, have agreed to participate in the Hilite program. "You're entitled to these services," he said. "That's what we're giving wholesalers 40 percent off-cover for doing. Anybody who pays them extra for doing it is crazy.

"You've set a precedent for a special price," he continued, "and now there are 10 more wholesalers out there waiting to come after you with 'special' marketing programs, 'special' promotion programs, 'special' attention programs, 'special' distribution programs. You've taken the program from one, so how do you say no to everybody else?"

(Continued on page 15)

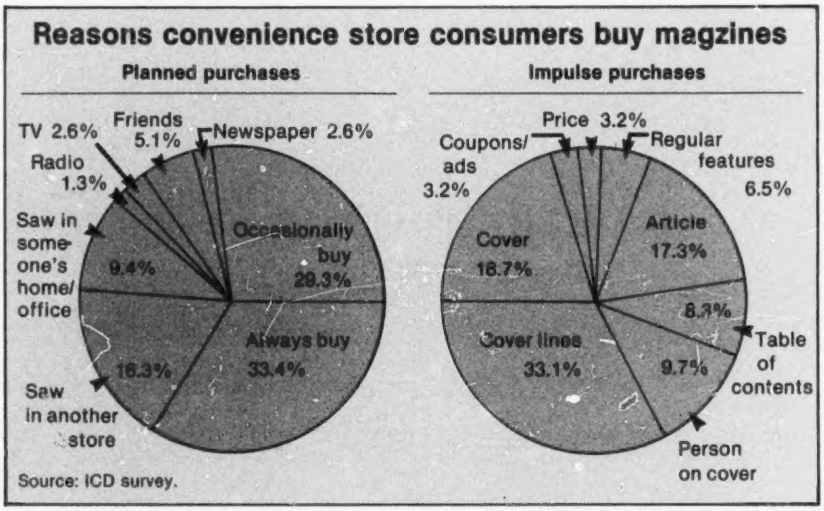
Most C-store shoppers pre-plan magazine buys, survey shows

New York City—A surprisingly large number of convenience store shoppers (75 percent) pre-plan their single-copy magazine purchases, and most also subscribe to other magazines, a recent International Circulation Distributors (ICD) survey indicates.

The pre-planning finding suggests that the magazine industry should focus on marketing magazines to convenience store chains as important "drawing cards" that can be used to attract targeted demographic groups into the stores.

The study was conducted by means of inserts in copies of several ICD magazines distributed in Houston, Tampa/St. Petersburg, Cincinnati and Los Angeles.

Past industry surveys have indicated that relatively few consumers pre-plan magazine purchases. For in-



Source: ICD survey.

Popular industry belief that few consumers pre-plan magazine purchases appears false, at least in the case of convenience store shoppers. Three out of four respondents to recent survey pre-plan magazine buys in C-stores.

Most who pre-plan said they always or occasionally buy a particular magazine; many others saw an issue in another store, or in someone's home or office, and set out to buy it. Not surprisingly, most of the 20 percent of respondents who bought on impulse responded to cover lines, the cover in general, a particular article, or a person featured on the cover. However, despite the poor economy, the cover price and the coupons and ads offered held little attraction.

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stance, a 1980 *Redbook* newsstand survey found that only 22 percent of the total sample pre-planned magazine purchases. Even in that study, however, the percentage of convenience store consumers who pre-plan (32 percent) was considerably higher than the percentage of pre-planners among shoppers in supermarkets and other outlets.

The ICD study supplies further evidence that convenience store consumers do indeed differ from supermarket and other shoppers in terms of pre-planning and other magazine buying habits.

The 13.9 percent response rate from the 2,000 insert-carrying magazines sold is large enough so that the results are representative for the cities surveyed. Although the results are not necessarily projectable to the nation as a whole, ICD notes, they do point out trends for further investigation elsewhere.

Other findings of the survey include the following:

•Most C-store newsstand buyers (51 percent) are also subscribers to other magazines. This fact, plus the profile of these "subscriber/newsstand buyers," should be examined for magazine marketing implications, ICD suggests.

The profile indicates that, in comparison with the convenience store shopper who buys only single copies of magazines, the subscriber/newsstand buyer uses convenience stores less frequently, buys a greater number of newsstand copies each month, tends to be wealthier, and is slightly older.

•Most (85 percent) of the respondents said they bought other items while at their convenience store purchasing a magazine.

•The average convenience store shopper who pre-plans a magazine purchase spends $4.82 in total items per visit, which is $2.69 more than the national average of $2.13 per visit.

•The respondents to the survey (most of whom are female) have an average age of 30, with a median household income of $18,462. The majority (90 percent) of them work. Of these, about 25 percent are in professional or managerial positions, and about 25 percent are in office/clerical positions or sales positions. Only a small number said they are housewives.

•Of those respondents who pre-planned magazine purchases, many (33.4 percent) said they "always buy the magazine each month." Another 29.3 percent said they occasionally buy the magazine, while 16.3 percent said they had thought about buying it before they reached the convenience store and made the final decision in the store after seeing the issue. Most of the rest said they responded to exposure to the magazine through various media. (See chart.)

•About 20 percent of respondents said they had not planned their magazine purchases before arriving at the store. Most of the impulse buyers said they bought the magazine because of cover lines (33.1 percent) or because of the cover as a whole (18.7 percent). Very few (3.2 percent) were moved by cover prices. (See chart.)

ICD's results were taken from responses by persons who answered surveys inserted in the following magazines: *Cosmopolitan, Good Housekeeping, Harper's Bazaar, Town & Country, Colonial Homes, Country Living, Popular Mechanics, Sports Afield, Motor Boating & Sailing, Science Digest,* and *Video Review.*

Cover prices up 11.1% last year

New York City—Magazine cover prices rose 11.1 percent last year, according to the Magazine Publishers Association.

The average single-copy cover price in 1982 was $1.80, as compared with $1.62 in 1981. Cover prices have risen 253 percent since 1967 (the base year for the Consumer Price Index), while the CPI has risen 194 percent (through October 1982). The average cover price in 1967 was 51 cents.

Roy I. Newborn, leading wholesaler, dead at 64

Duncansville, Pa—Roy I. Newborn, wholesale agency and bookstore owner, and former president of the Council for Periodical Distributors Associations (CPDA), died in February of a heart attack in his Boca Raton, Florida home.

Newborn was recognized throughout the industry as a major force working for improved relations between wholesalers, publishers and national distributors.

A native of New York City, Newborn worked in circulation for 30 years, for newspapers including *The New York Herald Tribune, The New York Post* and *The Boston Herald Tribune,* before becoming an agency owner in 1968.

Newborn was owner/principal of distributorships in Lewiston, Uniontown and State College, Pennsylvania, as well as The Bookstore, Inc., a chain of bookstores located in Pennsylvania and Florida. He was secretary-treasurer of CPDA from 1975 to 1978, vice

Advertising sales

Magazines to benefit as they and agencies use psychographics

New York City—Thanks to hook-ups between a psychographic research system and the syndicated research firms, you'll no longer be limited to reader demographics and product usage statistics when selling your magazine to advertisers and agencies.

Now, for instance, in addition to telling a pharmaceuticals company that your magazine's audience is heavily weighted toward the age and income groups that most purchase vitamins, you can tell them that, say, 73 percent of your readers are "Societally conscious," and that this lifestyle type buys far more vitamins with minerals than any other.

Moreover, you can compare the lifestyles of your magazine's audience with those of the audiences of competing magazines.

VALS audience lifestyle indices for three magazine groups*

VALS segments	Magazine groups		
	General appeal	Health	News
Total adults	100	100	100
Need-driven			
Survivors	68	77	47
Sustainers	105	53	92
Outer-directed			
Belongers	91	108	64
Emulators	117	119	101
Achievers	103	90	137
Inner-directed			
I-Am-Me	113	54	138
Experiential	110	114	126
Societally conscious	111	121	148

*Indices reflect the audience of the "average" magazine in each group. The "general appeal" includes *Changing Times, Ebony, Life, People, Reader's Digest, Saturday Evening Post, TV Guide,* and *Us;* the "health" group includes *Family Health, Prevention,* and *Weight Watchers Magazine;* the "news" group includes *Jet, Newsweek, The Sporting News, Time, U.S. News & World Report,* and *Sports Illustrated.*

Source: Simmons Market Research Bureau

Magazines are now using psychographic data on the lifestyles of their readers to aid in ad sales, and are in turn being scrutinized by ad agency media buyers armed with this augmentative data.

The VALS Need-driven group, comprised of people struggling to meet basic needs, accounts for 11 percent of the total U.S. adult population and breaks down into Survivors (the aged, the poor) and Sustainers (poor young people struggling to improve their economic position).

The Outer-directed group accounts for 75 percent of the population (and the same percentage of adults with incomes exceeding $25,000) and includes the Belongers (traditional, conservative homebodies), the Emulators (persons seeking success through emulating the successful) and Achievers (business, professional and governmental leaders).

The Inner-directed group represents one fifth of U.S. adults and 30 percent of persons in households with incomes of more than $25,000. Its subgroups are the I-Am-Me's (young individualists), the Experientials (persons particularly involved in experimentation, personal relationships, inner growth and naturalism), and the Societally conscious (persons involved with social causes such as environmentalism).

But you should also be aware that ad agencies, many of whom have been using lifestyle information in their creative departments to better tailor ad approach to product, are also now using psychographics as a tool in evaluating your magazine as a potential media buy.

Fortunately, magazines as a group are expected to benefit from the availability of lifestyle psychographics, in comparison with electronic media.

The program that's making all of this possible is the Values and Lifestyles Program—better known as VALS—a creation of SRI International of Menlo Park, California.

VALS breaks the U.S. adult population into three groups (and several subgroups) on the basis of psychological and sociological developmental theories. The three main groups are "Need-driven," "Outer-directed" and "Inner-directed."

At this point, VALS has about 100 clients, including magazines such as *Reader's Digest, Omni, Penthouse* and *Time,* and some broadcast companies, as well as advertisers and agencies, according to VALS associate director Robert Kimball.

The number of VALS users is expected to increase substantially with the release of the first complete VALS-coded Simmons Market Research Bureau (SMRB) study, which was scheduled for release in early April. (Only about half of total SMRB respondents were VALS-coded for the 1981 study, since VALS questions weren't included until well after that year's field study had begun.) About 13,000 of the total 19,000 respondents to the new SMRB survey are expected to be VALS-coded—a 50 percent increase from 1981, according to SMRB vice president Ed Barz.

Moreover, VALS will also be available soon through SMRB's competitor, Magazine Research Inc. (MRI).

VALS information supplements and complements demographic information for ad sales and marketing purposes, according to Carol Rossant, research director, *Penthouse* and *Omni.*

"We've been using VALS for more than eight months, and have found it extremely useful in two areas," she says. "First, because ours are lifestyle publications, advertisers often ask us to define our readers beyond demographics. VALS is an excellent outside source of information about our readers' attitudes and lifestyles.

"For instance," she explains, "the readership of both *Penthouse* and *Omni* is very heavily Inner-directed; the readers tend to be people who form their own standards rather than conform to others'. This is due to the individualistic editorial philosophy of the publisher, and the demographics of the magazines. Although we concentrate on describing only our own publications, a salesperson could also show a comparison of his magazine with other magazines described in VALS terms.

"Secondly, we've used VALS very successfully in the advertising community to describe individual product markets," Rossant continues. "Although demographics do define a product market, adding VALS defines it more precisely because the attitudes and values of people differ within a group who share common demographics."

Supplying advertisers with this information helps them evaluate whether the advertising approach they've been taking is consonant with the attitudes of the group they want to reach, Rossant explains. "We also point out which groups within the VALS typology are growing in importance to marketers," she adds.

For example, Rossant says, 18- to 49-year-olds—the age group most advertisers want to reach—are concentrated in the three Inner-directed subgroups ("I-Am-Me," "Experientials" and "Societally conscious") and in the "Achiever" subgroup of the Outer-directed group. Moreover, the Inner-directed group, though now only accounting for one fifth of U.S. adults, is the fastest growing group: It is expected to account for about one third of the population by the end of the decade.

Rossant stresses that, although agencies and advertisers have used VALS for the creative end of advertising, they are quickly moving toward using it for media selection, as well.

"The media selection use isn't as clear-cut yet as the traditional use, but we'll certainly support efforts to move in this new direction," she says. "Once you've defined a product's target audience in VALS terms, you can begin re-evaluating media by their abilities to reach those groups. A media schedule shouldn't change totally, once the demographics have been determined, but VALS might cause an agency to put more weight on media with high concentrations of the VALS groups they want to reach—maybe increase the frequency of one magazine and delete those that had been marginal, anyway. Perhaps some advertisers will even consider using new categories of magazines because of VALS.

"But magazines don't have to wait for agency media departments to begin using VALS in order to sell themselves with VALS," she emphasizes.

Several agencies, including Young & Rubicam, Doyle Dane Bernbach, and Henderson Advertising of Greenville, South Carolina, are now moving VALS into their media departments.

"Use of psychographics, in addition to demographics, has long been a desire of marketing researchers, but there's been no practical handle," says Jack Shimel, Henderson's senior vice president and research director. "VALS has gone a long way toward putting psychographics into terms we can use. It's been particularly helpful in helping agencies tailor our creative efforts," he says, but adds that the increasing need for efficiency in advertising will cause VALS to emerge as a media buying tool, as well.

For example, Shimel notes, Inner-directed people account for consumption of about 50 percent of dry wines, and tend to read magazines with rather sophisticated editorial content.

"With demographics alone, you'd have a good list of magazines for a dry wine campaign, but with VALS data added, a magazine with editorial sophistication might take on more importance," he says. "It might be chosen over a magazine with the right demographics, but a lesser concentration of Inner-directeds."

Research also indicates that magazines as a group will tend to benefit from VALS in relation to television: Television skews toward less affluent psychographic segments; magazines skew toward the affluent ones, notes the Magazine Publishers Association's *Magazine Newsletter of Research*.

"As media become increasingly efficient, and buying mass exposure becomes decreasingly efficient, magazines will probably benefit somewhat from VALS," says Shimel. "Advertisers who want to reach Inner-directeds might reach them more efficiently via certain magazines, when CPMs are compared, than via television. That VALS group has abandoned television to some extent.

"In fact, many magazines today—such as the health and fitness books—have been developed to meet the needs of this growing group, although the publishers may not have defined it precisely in this way when they started the books," Shimel concludes.

Personal computer presentations opening doors

New York City—By using a personal computer in presentations to advertisers, two McGraw-Hill magazine sales executives say, they are gaining access to people they've never been able to see before.

"It works; it opens doors," reported Robert K. Singer, district manager, *Electrical Construction & Maintenance* (*EC&M*), at an ad sales seminar held at the American Business Press (ABP) Winter Conference. "People are fascinated with this new tool. It helps us get into offices."

Singer's colleague, Stephen B. Donahue, district manager, *EC&M* and *Electrical Wholesaling*, finds that, when he brings his computer, several people come to a meeting that might otherwise have been attended by one person. "The executive I'm seeing usually brings in several others, such as the vice president of marketing or the marketing manager—and in small companies, the president," he says.

Both sales executives program a written presentation in large type on their Apple IIs. The presentation is promotional as well as factual; it points out the strengths of the magazine. It also lists a "menu" that the customer can look at to choose areas about which he wants more information. The menu includes information on the editorial calendar, rate schedules, the magazine's yearbook, postcard decks and research capabilities.

For example, a customer can choose to look at rates and work out a schedule for himself, explains Singer. The computer will ask, "How many times do you wish to appear in the magazine?" "What size ad do you want?" "How many colors do you want?" and the rate will appear for the customer.

"Customers love to play with the computer," says Singer. "They can work out different schedules for themselves, and calculate their own costs—things they might have been doing on a pocket calculator. Our typical customer is sitting down at a computer for the first time, and is fascinated."

Donahue is selective about where he takes his computer, because it is not really portable. "I don't just throw it in my car and take it everywhere," he says. "I prime people, when I'm trying to make an appointment, by

Production

List paper prices for heavier stocks down as much as 10%

New York City—List prices for No. 5 coated paper dropped as much as 10 percent in the second quarter, which began March 1, according to publishers and paper manufacturers. The move is "almost universal," involving such paper manufacturers as Mead, Blandin, International Paper, St. Regis, Boise Cascade, Crown Zellerbach and Consolidated.

All but one of these paper manufacturers are limiting price reductions to the over-40-pound weights. The bigger price reductions are for the heavier weights.

The price drops are news because they appear officially on the manufacturer's price lists. Unofficial price cuts ("the kind where a mill gives you a 5 percent discount for early payment instead of 2 percent," says a consultant) have been around for four to six months.

This is the first time in many years that paper prices have officially fallen, says Harry Nielsen, manager of cost control for the magazines division of Hearst. Nielsen has been negotiating paper prices for magazines or a printer for the past 29 years. "The last time this happened was in the 1950s and 1960s," he says.

Hearst reports its paper prices in March dropped 3 percent to 9.5 percent, depending on the paper weight and the mill. The magazine division deals with five mills.

Allan McLeod, Jr., director of strategic services for *Newsweek*, says prices for the over-40-pound weights dropped 5 percent to 10 percent.

"The mills are not calling this a price reduction," added McLeod. "They are calling it a temporary price discount." Nielsen added, "The mills are saying that they can cancel the discounts immediately but, because of competitive pressures, that's unlikely."

Magazine publishers buying their own paper will benefit directly from the price reductions, but publishers buying paper through printers should also be seeing a decrease on their invoices.

According to David Bray, vice president, sales and marketing, Krueger, printers will be passing on the reductions to their customers. Krueger had notified its clients of the price drops before March 1, Bray said, but the reductions would not show immediately.

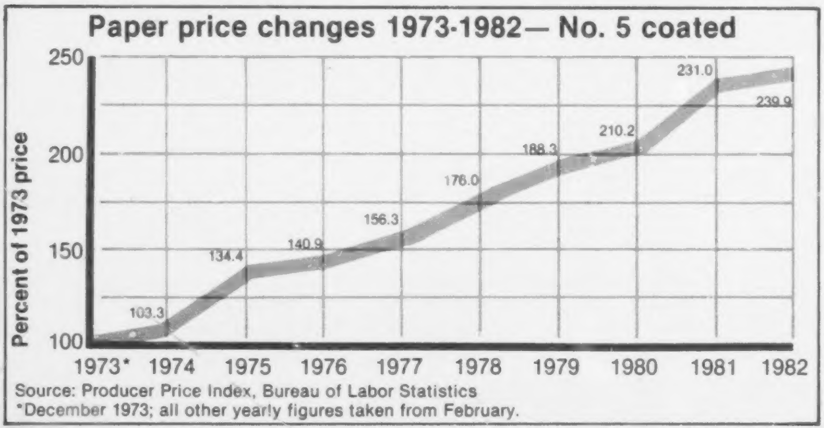
Krueger, like many other printers, bases prices on a rotating stock. "Under the obligation of most printing contracts, we buy paper for several issues at a time," he explains. "We may have enough paper in inventory for three issues. So publishers will not be noticing the price reduction until that inventory is used up."

Publishers point out that this arrangement is perfectly acceptable if, in fact, printers also delay paper price increases by several months when increases go into effect.

John McCabe, director, manufacturing/administration/finance, McGraw-Hill Publications, points out that publishers can look at their invoices and see whether savings are be-

(Continued on page 34)

Paper price changes 1973-1982— No. 5 coated



Source: Producer Price Index, Bureau of Labor Statistics
*December 1973; all other yearly figures taken from February.

For 10 years, publishers have been plagued with paper price increases. With prices for heavier stocks declining in '83, that trend may end.

Letterpress paper on offset presses: The game is ending

New York City—What's in a name? When is letterpress paper offset paper, and when is offset paper letterpress paper?

For several years now, publishers have been playing a game. They have been using letterpress paper on offset presses because it's $20 cheaper per ton, and prints well on offset presses. But they are unhappy about the situation because the mills won't guarantee performance of letterpress paper on offset presses; paper manufacturers claim it wasn't designed for those presses.

Confusing? Some publishers think so. They would like to end this game.

"We're all using letterpress paper and not using letterpresses; who are we kidding?" Allan McLeod, Jr., director of strategic services for *Newsweek* recently told other magazine production executives.

Newsweek is lobbying to eliminate the distinction between letterpress and offset papers, said McLeod, speaking at a recent Magazine Publishers Association seminar on printing contracts. Although *Newsweek* is not working in unison with other publishers, other magazines, such as *U.S. News & World Report, Time, Business Week* and *Forbes*, also want the distinction ended, according to McLeod.

Publishers want to end the distinction mainly in order to get performance guarantees that they can't get when they run letterpress paper on offset presses. "Our primary concern, and the concern of other publishers, is to have the full mill warranty behind the sheet of paper used on offset presses," McLeod says.

"When we first changed to letterpress paper on offset presses, a number of mills were reluctant to stand behind their sheets," he explains. "With marketing conditions being what they have been over the last two years, their posture has changed somewhat. Now they generally will stand behind letterpress paper for mechanical performance, but not necessarily for print performance. But who's to say that if the market changes down the road, they won't start backing off mechanical performance too."

A second reason why McLeod feels it's definitely in the magazine publisher's interest to eliminate the distinction is to improve the quality of the sheet being used on offset presses. "We feel that, if the mills are going to stand behind the sheet, they probably are going to put a bit more into it," he explains.

One might wonder if the elimination of letterpress paper, which is cheaper than offset, will force publishers to pay higher prices: This is the position the mills have taken.

McLeod has a different point of view: "We feel that there's a penalty charged for offset paper," he says. He'd like to see offset prices come down, not letterpress prices go up, when the two papers come under the same name.

"No mill has been particularly receptive to the idea," he admits, "but we're hoping at least one mill will reduce offset prices to gain a competitive edge."

It's difficult to tell how this situation will turn out. "Maybe the higher prices will be built into the paper at some time," says McLeod, "but if publishers can sit back fat, dumb and happy, thinking they've got a deal, while the mills get rid of their marketing problem of selling letterpress paper to publishers using offset presses, then maybe we can get this issue resolved once and for all," he concludes.

So far only St. Regis Paper has made a move to eliminate the distinction between papers, he says, adding that "a couple of other mills have indicated they are ready to take the letterpress label off letterpress sheets." McLeod said that St. Regis is selling a Text Gloss paper, which is not letterpress paper, but is meant to take the place of letterpress paper.

A spokesperson for St. Regis said, "We're still producing quite a bit of letterpress paper (called Text Coat), but we're changing over. If there are any letterpresses left, they are few and far between. In the last three years to five years, printers have been phasing them out."

The new Text Gloss is an experiment, according to the spokesperson: "It's an effort to make the letterpress sheet better. Text Gloss is cheaper than offset paper by $20 per ton, but we don't call it letterpress paper.

"There's no doubt about it," the St. Regis spokesperson continued. "The distinction between letterpress and offset will disappear. There will be only offset and gravure."

Front-end typesetting: 14% greater efficiency than direct entry

Arlington, Va.—Front-end typesetting systems are 14 percent more efficient than direct entry systems, according to a recent study conducted by the National Composition Association (NCA), a special industry group of the Printing Industries of America (PIA).

The study, *The NCA Benchmark Report*, indicates the percentage of total production time a manuscript spent in each of eight areas of production. The production times, says NCA/PIA president Wade Dowdle, can be used as standards by publishers to analyze the productivity of a magazine's in-house typesetting department.

"This study—the first one of its kind that I'm aware of—has been highly needed," says Dowdle, "because there has been no historical data to make a comparative analysis of productivity. Now, a publisher can use these standards to gauge typesetting efficiency."

A direct entry system, explains Dowdle, uses single station typesetting equipment, closely coupled to an output unit that produces type at a slow rate (30 lines per minute). A front-end system has multiple text entry stations, which share a common computer memory. The type output unit for a front-end system generally has a remote location and sets type at high speeds (150 lines per minute to 900 lines per minute), notes Dowdle.

Using identical 15-page manuscripts, NCA compared actual typesetting time for the two methods. The study reveals that it took an average of seven hours and 15 minutes to complete the manuscript on a direct entry system, but only six hours and 21 minutes on a front-end system. This savings of 54 minutes represents a 14 percent increase in efficiency. (See chart.)

When each of the eight phases of typesetting production—mark-up, keyboarding, front-end processing, phototypesetting, processor, proofreading, paste-up, and corrections—are compared, the report reveals that many of the phases require the same amount of time on a direct entry system as on a front-end system.

However, the report shows that front-end systems save a significant amount of time in three areas: keyboarding, paste-up and corrections.

Keyboarding time in the study was 35 minutes faster on a front-end system than on a direct entry, because the equipment is faster and more sophisticated, says Dowdle.

A front-end system also improves paste-up time, notes Dowdle, because it can perform electronic page make-up.

Time needed to make corrections is almost cut in half, points out Dow-

Production time comparison
Front-end vs. direct entry typesetting systems

Production center	Front-end systems 6 hours, 21 minutes*		Direct entry 7 hours, 15 minutes*	
	Minutes	Percent of total time	Minutes	Percent of total time
Mark-up	30	8%	22	5%
Keyboarding	126	33	187	43
Front-end processing	11	3	+	+
Phototypesetting	15	4	+	+
Processor	8	2	13	3
Proofreading	88	23	78	18
Paste-up	76	20	91	21
Corrections	27	7	44	10
Total	381	100%	435	100%

Source: *The National Composition Association Benchmark Report*, Printing Industries of America

*Times are averages, based on results from 120 firms (26 with direct entry systems, 94 with front-end systems) that processed the same 15-page manuscript.

+ Included in keyboarding

Front-end system is 54 minutes faster than direct entry system. Majority of time saved is in three key areas: keyboarding, paste-up and corrections.

dle, when a front-end system is used, because of the ability to set corrected text more quickly than by direct entry.

Keyboarding and proofreading times can be eliminated from both systems, Dowdle says, when a magazine's editorial staff composes copy on an inhouse word processing system or a personal computer which stores editorial matter on a disk, later used to set type.

Other findings from the study, according to Dowdle, include the following:

- Proofreading efficiency increases when proofreading is performed by one person, as compared with two persons, one reading aloud and the other checking copy. Most (95 percent) of the firms participating use the former method.
- Based on the entry and processing of the 15-page manuscript, the following statistical averages for both systems were also determined: 11,562 characters were keyboarded per hour; 17,847 characters were proofread per hour; 2.1 errors were made per 1,000 characters; and 1.38 minutes were needed to correct each error.

These rates, Dowdle points out, are dependent on such variables as the type of equipment, type of text, condition of the original manuscript, format, and method of proofreading.

In the future, Dowdle says, NCA/PIA plans to conduct further typesetting studies that will encompass productivity studies for mathematical, foreign language and other types of text, as well as a cost analysis of the different phases of typesetting production.

The report's findings, explains Dowdle, were based on the input of the same 15-page manuscript by in-house typesetting departments of 120 firms (26 with direct entry systems and 94 with front-end systems). "The text chosen is similar to 75 percent of the magazine text used," he adds. "The subject matter and format were chosen to maximize production speeds for the two systems."

The NCA Benchmark Report is part of an on-going typesetting ratio report that is performed for a fee for NCA member and non-member firms.

Publishers should check printers' financial stability

New York City—Is the printer you are considering financially sound? Publishers frequently overlook this question when evaluating printers, according to two speakers at a recent Magazine Publishers Association seminar on the printing contract. The question has be-

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PRINTING

come more important than ever in this economy, they agreed.

"I've seen a number of printers go under over the years," said Harry Nielsen, manager of cost control, Magazines Division, Hearst. "Our friends at Conde Nast closed a print shop; Curtis, Crowell Collier, Dayton, and a number of smaller printers have gone under," he said, "so take a good look at the printer's finances."

How does the publisher find out? Nielsen said one way is to get a Dun & Bradstreet report. Another way is to ask paper suppliers. "Most printers—at least the large ones—get very interested in your finances; I think you have a right to ask them some questions."

Stephen H. Gross, a partner in the New York law firm of O'Sullivan Wolff Karabell & Graev, added that he has a number of clients who insist on annual financial reports from their printers. "In the current state of the economy, changes can take place so rapidly that, if a printer loses a major customer, his entire financial situation can literally turn around overnight," he said.

One thing to look for is off-balance sheet financing, said Gross. "Many printers leap on opportunities to lease presses, and that does not have to appear on the balance sheet as either an asset or a liability."

When entering into a contract with a printer, Nielsen said, publishers should ask themselves, "How much risk am I assuming?" Nielsen, who worked for a magazine printer for 27 years, said printers like for publishers to assume as much risk as possible. "They want the publishers to buy the equipment, to okay the proofs (which gets the printer off the hook), and so on, right down the line.

"Since I came over to the publishing side, I have found that publishing is probably the riskiest business there is," he added, "so I don't assume anybody's risk but my own. The amount of risk you will take is something you have to fix in your own mind. If you are not willing to assume the printer's risks, you have to fight for yourself. If you are, you had better sit down and analyze just what exposure you have."

Paper prices

(Continued from page 30)

ing passed along only if they have paper broken out separately on the invoice. He adds that some printers do not invoice paper separately: That makes comparison impossible. "You can't compare what you don't know," he says.

"My feeling is that the paper price reductions have been passed along to publishers," says Jeffery Parnau, production consultant to magazine publishers. "It's difficult to say how much of the reductions have been passed on, however, because magazines haven't known about unofficial price reductions given printers. What's more, they don't know the printer's bargaining position. If a printer is in a good position and pays his bills on time, he may get a better-than-list price; if not, he may be paying the list price."

Various people gave similar accounts of why and how the price reduction came about. Based on the outstanding performance of magazines between 1977 and 1979, paper manufacturers decided to install new equipment. Since it takes three years for a paper mill to begin operation, that new capacity was just becoming available in 1981 and 1982, when the economy lagged and magazines began to lose advertising pages. During 18 months in 1981 and 1982, mills put one million tons of additional No. 5 coated paper into the marketplace.

The glut resulted first in smaller list price increases, then canceled price increases, then the announcement for the first quarter of 1983 that there would be *no* price increases, and now—not unexpectedly—price reductions.

The Mead Corporation was the first to react to the worsening market conditions with lower-than-market prices. Coming on stream with coated paper from its new Esconaba, Michigan plant at an extremely difficult time, Mead introduced web offset paper in November at about $60 per ton less than the rest of the market, according to one observer. About three or four weeks later, Blandin changed its prices to be competitive. IP then cut its prices, and others followed. (IP is reportedly the only paper manufacturer to cut prices on under-40-pound paper.)

People

Chris Nerlinger to art director, *Collectibles Illustrated.*

Claudia Steenberg-Majewski to design editor, *InfoWorld.*

Karen Searls to art director, *Fishing Gazette.*

Dean Aldrich to publisher, *Commuter Air* and *Airline Executive*, from associate publisher and ad director.

Audrey Allen to associate publisher, *Archaeology*, remaining as advertising director.

Microcomputers in publishing: hardware and software ☐ The interface to typesetting ☐ Typesetting today: 5 options considered ☐ Production Workshop: Press Checks ☐ 56 tips for selling by phone ☐ Cable programming can be profitable

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Production Workshop

Press checks: Not a glamorous job, but they can add to a publication's printing quality. Page 55.

Behind the Lines

What's the real story behind Paul F. McPherson's demotion at McGraw-Hill Publications? Jim Horton finds the right market with *Working Woman*. Page 63.

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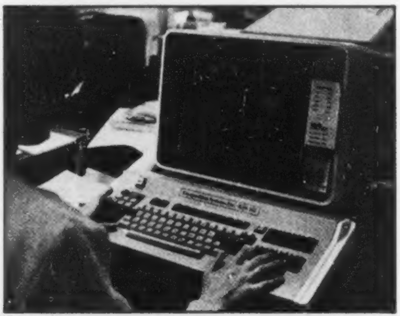
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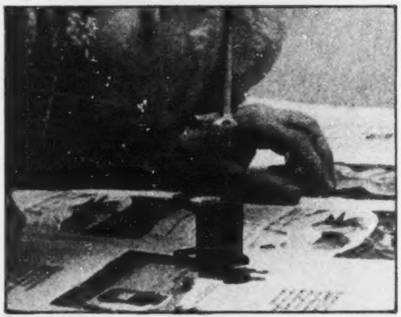
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Typesetting today: Five options considered

By Jennifer Howland

FOLIO examines the in-house typesetting systems of five publishers, each of whom tackled the problem in a different way. Page 69.

Interfaced typesetting: The basics

By Frank Romano

An effective interface between editorial input devices and a typesetting machine can save both labor and money. The author, a typesetting consultant, explains the ins and outs of interfaces. Page 77.

Micros in publishing: Hardware & software

By Richard M. Koff

Small computers are revolutionizing the way publishers do business. In a special two-part article, a magazine consultant examines the machines and the programs. Page 87 (hardware); page 99 (software).

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Circulation/Subscription

Study reveals base salary ranges for circulation execs

New York City—Consumer magazine circulation directors are commanding between $42,000 and $65,000 in annual base salaries, depending on their experience, while the range for trade magazine circulation directors is $26,000 to $50,000, according to *The 1983 Direct Marketing National Salary Guide*. The guide is published by Crandall Associates, Inc., an executive recruiter in the direct marketing field.

Figures for the guide were compiled through discussions with employers in the direct marketing field (from companies located throughout the country, with various sales volumes and numbers of employees); personal interviews with direct marketing professionals at all salary and experience levels (only some of whom are interested in changing their current positions); and national search assignments given Crandall.

Because the methodology for the most recent guide differs somewhat from that used for the firm's previous three salary guides, these figures cannot be compared with those of previous years, according to E.B. Crandall, president of the firm.

The figures for the 1983 guide indicate that, in both circulation director and circulation manager positions, base salaries (figures do not include benefits) are somewhat lower for trade magazines than for consumer magazines.

The base salary range for a consumer circulation director with one or two years' experience, for example, is between $42,000 and $46,000 (top dollar at leading firms is $50,000) while the base salary range for the same position and experience level at trade publications is $26,000 to $30,000 (leading firms pay up to $35,000). Salaries for consumer magazine circulation directors with more than five years' experience range from $52,000 to $60,000 (top dollar is $65,000); trade magazine circulation directors with the same experience level earn from $36,000 to $45,000 (top salary is $50,000).

Among circulation managers, consumer magazine managers with one to two years' experience have a salary range of $28,000 to $32,000 (top salary is $35,000); trade magazine managers have a range of $18,000 to $23,000 (top salary is $25,000). Consumer circulation managers with more than five years' experience command between $40,000 and $48,000 ($55,000 at leading firms), while trade managers with that experience bring in $26,000 to $34,000 ($35,000 at leading firms). (See table for more details.)

Crandall Associates emphasizes that individuals must examine their own backgrounds in relation to the salaries given, including factors such as quality and nature of experience, level of education, and personality characteristics.

The study, which also includes salary ranges for 29 other types of direct marketing positions, is available free to publishers and presidents of companies, and to candidates who supply a business card or resume. It is not for sale. Crandall is located at 501 Fifth Avenue, New York, N.Y. 10017. Phone: 212-687-2550.

Base salary ranges for magazine circulation executives

Position (title) and description	Years exp.	Base salary range (excluding benefits)	Leading firms
Circulation director (consumer): Identifies the target audience, marketing policy and pricing. Guides creative efforts and audits.	1-2	$42,000-$46,000	$50,000
	3-5	$45,000-$50,000	$58,000
	5 +	$52,000-$60,000	$65,000
Circulation manager (consumer): Executes master plan. Responsible for subscriptions, renewals, newsstand and fulfillment.	1-2	$28,000-$32,000	$35,000
	3-5	$32,000-$40,000	$45,000
	5 +	$40,000-$48,000	$55,000
Circulation director (trade): Penetrates defined audience with specific emphasis on renewals and audit bureau rules.	1-2	$26,000-$30,000	$35,000
	3-5	$30,000-$38,000	$45,000
	5 +	$36,000-$45,000	$50,000
Circulation manager (trade): Helps develop controlled and/or paid subscriptions and renewals; supervises fulfillment.	1-2	$18,000-$23,000	$25,000
	3-5	$22,000-$28,000	$32,000
	5 +	$26,000-$34,000	$35,000

Source: Crandall Associates, Inc.

Although base salaries for circulation executives are considerably lower at trade magazines than at consumer magazines, salaries in general clearly reflect the demand for qualified professionals, in light of publishers' increased emphasis on circulation as a source of revenue.

Stress the positive in renewal promotions for a 'down' market

New York City—If your business magazine's renewals are suffering because the industry you serve has been particularly hard-hit by the recession, try a positive approach in renewal efforts rather than confirm your readers' fears.

This is the advice given by Hugh Donlon, now circulation manager of *Electronics*, and formerly circulation manager for *Housing*. Although *Housing* was folded last October, its renewals had begun to improve significantly as a result of switching to a positive promotion approach and several other tactics, according to Donlon, who spoke at a National Business Circulation Association seminar.

"When you're in a down market, it's just too easy to send out promotions that are negative—that confirm what your readers already know, which is how bad the market is," says Donlon. "For example, the 'when the going

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CIRCULATION DEVELOPMENT: A SHORT COURSE IN TESTING, BUILDING AND USING LISTS

John Mack Carter on who should control the cover ☐ Workshop: Getting the most out of editorial advisory boards ☐ The not-so-fine art of firing salespeople

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Editorial Workshop

Making the most of editorial advisory boards: Tips on putting together an advisory board and making it work for your magazine. Page 60.

Behind the Lines

Are there changes brewing at McGraw-Hill under new president John G. Wrede? . . . This is his fourth job in one year, and some people are calling him flaky, but Peter Bonanni says he does what he enjoys. Page 65.

Point of View

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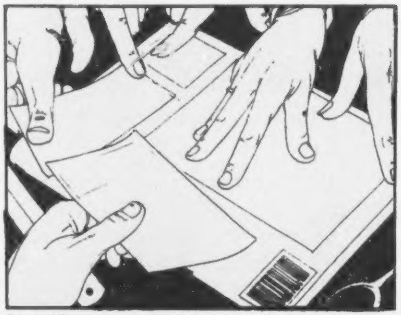

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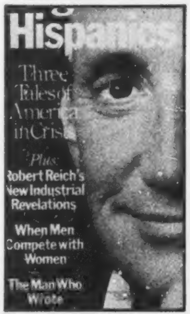
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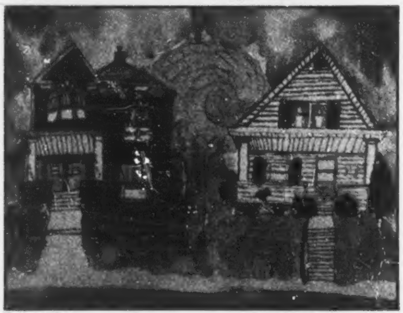

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A short course on lists

By Ed Burnett

A three-part guide to finding, testing, utilizing and maintaining lists: Part I, The basic rules for prospecting, page 75. Part II, The How-tos of direct mail, page 81. Part III, The basic rules for customer files, Page 87.

Magazine retailing: Chain store executives speak out

By Charlene Komar

Publishers have been slow to recognize that working with chain stores is very different from working with the corner newsstand. More than anything else, retailers need information. Page 92.

Who controls the cover ?

By John Mack Carter

Cover selection is usually a cooperative effort but, as John Mack Carter found in a survey of 56 editors, there is really only one person who should have the final say. Page 99.

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Cover design: Steve Phillips Design, Inc.

Save promotion dollars by rejuvenating old subscription packages

New York City—A magazine's backlog of subscription promotions can be recycled into new campaigns and used for other promotional needs at a substantial savings, according to direct mail copywriter William Jayme, who spoke at a FOLIO Publishing Week seminar on subscription packages.

However, it's important to test any new versions of old packages against a magazine's control package, and to review agreements with copywriters and designers before reworking a package, says direct marketing and circulation promotion consultant Eliot DeY. Schein, who was contacted later for additional comment.

"Look at your old packages and see if there is something you can salvage before you hire a copywriter to create a new package," suggested Jayme, who is a principal of Jayme, Ratalahti, Inc. of San Francisco. "Magazines that have hired top copywriters and designers build up a backlog of copy, headlines and design ideas, which can be reworked by a promotion director, copywriter or designer who doesn't cost as much."

Also, new subscription packages can sometimes be created by taking individual paragraphs from various versions and combining them, Jayme noted.

Some packages are unnecessarily jettisoned by magazines because a promotion no longer exactly matches the magazine's requirements, adds Schein, who is president of Schein/Blattstein Advertising, Inc.

"There may be a change only in a magazine's logo, or a change in the table of contents," he says. "So, it may not be necessary to throw the package away, but only to perform a little 'maintenance' to use it again."

A new envelope, in many cases, is all that may be needed to rescue or to maintain an existing package, accord-

Publication delivery box score
Ordinary second class and controlled circulation publications
January through March 1983

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	later
Composite average (Including other U.S. cities and SCFs not listed below)	16%	12%	32%	22%	13%	5%
Boston (Area 021)	7	6	35	23	23	6
Boston (Area 022)	0	17	83	0	0	0
New York City	7	14	38	17	14	10
Buffalo	45	7	44	0	0	4
Pittsburgh	8	19	41	13	13	6
Philadelphia	0	9	21	28	21	21
Washington, D.C.	18	38	14	24	3	3
Atlanta	14	18	29	14	18	7
Miami	23	9	33	26	9	0
Memphis	12	13	25	31	19	0
Cincinnati	19	20	40	9	6	6
Detroit	4	0	77	14	5	0
Milwaukee	8	12	32	36	12	0
Minneapolis	20	32	45	0	3	0
Chicago	7	17	63	5	8	0
New Orleans	16	17	42	21	4	0
Dallas	28	18	16	24	8	6
Houston	21	28	34	17	0	0
Denver	14	9	26	34	14	3
Salt Lake City	17	11	33	17	22	0
Los Angeles	10	19	38	24	9	0
San Francisco	31	23	25	8	13	0
Seattle	25	14	39	11	8	3

Source: Red Tag News Publications Association, Inc.

28% received timely delivery

Service declined slightly overall for ordinary second class publications in the first quarter of 1983, as compared with the fourth quarter of 1982. For all cities monitored, the combined percentage of publications that were delivered on time (service standard) or sooner (better than service standard) was 28 percent in this year's first quarter, as compared with 31 percent in last year's fourth quarter.

However, the 28 percent on time or sooner delivery for this year's first quarter is an improvement over the 25 percent figure found in monitoring last year's first quarter.

Major cities with the best service in first quarter 1983 (based on combined percentages of "on time" or "better" delivery) were Washington, D.C. (56 percent), San Francisco (54 percent), Minneapolis (52 percent), Houston (49 percent), and Dallas (46 percent). Major cities with the lowest percentage of on time or better delivery were Detroit (4 percent), Philadelphia (9 percent), Boston (13 percent in area 021 and 17 percent in area 022), Milwaukee (20 percent) and New York (21 percent).

Compared with last year's fourth quarter, a major decline in service took place in Detroit, where mail delivered on time or sooner declined by 16 percentage points. But timely deliveries increased in Salt Lake City from 14 percent to 28 percent, and in Denver from 17 percent to 23 percent.

they should.

"Magazine salespeople come in and say 'Give me a couple of ads,'" said Meskil. "Well, what good is that going to do? Yet, television goes after many exposures and you allow that to happen."

Magazine people may be told by their bosses simply to go out and get a schedule, he speculated. But, even the first time a magazine gets a contract, the salesperson should be asking for a 12-time schedule, he contended. "Why not? Television networks and stations ask for 12-, 26- or 52- time schedules. It would not be unreasonable in terms of television to ask for a 52-time schedule."

Ira Weinblatt, senior vice president and director of media planning for Dancer Fitzgerald Sample, Inc., did not agree. He feels that there is a substantial difference between magazines and other media. In radio, for example, you may need 15 spots a week to be effective, he said. But you can't apply the same reasoning to magazines, as a 15-time schedule in a monthly, for example, would run a year and a quarter. "To me, that would provide continuity, when we might be looking for a blitz," he said.

Marianne Howatson, senior vice president/marketing development for the Magazine Publishers Association, points out that there are usually other magazines on the schedule, which together make up the frequency desired by the advertiser. "I don't see anything wrong with asking for two pages," she said.

Ad revenues up 10% in first quarter

New York City—The steady increase in magazine advertising pages and revenue shown in the first two months of the year continued through March, bringing first quarter ad revenues to a total of $825,653,540, up 10 percent from the first quarter of 1982. Figures were reported by Publishers Information Bureau members.

Advertising pages increased to 29,355.22, a 5 percent gain for the first quarter of the year, compared with the first quarter of 1982.

Ad revenues for the month of March increased by $31,375,364, to $320,580,462, an 11 percent gain over March 1982. During January, ad revenues had increased by 8 percent over those of the previous January, and in February they had increased by 10 percent over those of February 1982.

Ad pages also increased during the month of March, by 642.05, to 11,584.81, up 6 percent from March 1982 totals. In January of this year, pages were up by 5 percent, and in February by 3 percent compared with the same months in 1982.

Top 10 magazines in advertising revenues, with pages First quarter, 1983

Publication	Revenues	% change from 1982 first quarter	Pages	% change from 1982 first quarter
TV Guide	$70,106,299	13%	1,003.70	3.2%
Time	63,320,199	11	590.54	-1.1
Newsweek	44,428,393	8	581.02	-2.4
Sports Illustrated	37,101,279	8	579.42	-.1
People Weekly	32,980,563	2	687.81	-6.1
Business Week	31,779,291	1	959.01	-6.5
Family Circle	26,972,614	40	425.44	30.1
Good Housekeeping	24,639,344	10	450.41	6.5
Better Homes and Gardens	21,160,581	9	270.37	-4.0
U.S. News & World Report	20,281,954	11	390.51	2.0

Source: Publishers Information Bureau

Magazine categories with strong revenue performance during the first quarter include youth, with a 34 percent increase; fashion and service, with a 19 percent gain; and women's, up by 18 percent.

Of the top 10 magazines in ad revenue, *Family Circle* showed the largest increase (40 percent). The next largest increase was turned in by *TV Guide* (13 percent), followed by *Time* and *U.S. News & World Report* (each 11 percent).

Six of the top 10 magazines in ad revenue, however, posted a decrease in ad pages for the first quarter, ranging from a .1 percent drop for *Sports Illustrated*, to a 6.5 percent decrease for *Business Week*.

Production to ad sales: Don't be too sympathetic to advertiser's complaint

New York City—An ad salesperson's initial reaction to an advertiser's complaint can be harmful or beneficial to late negotiations if the advertiser asks for an adjustment, according to several production managers.

"The ad salesperson's initial response to a complaint can affect the outcome of that complaint," says Gerry D'Elia, production manager of *Cosmopolitan*.

"An ad salesperson who agrees that an ad looks dirty or that the reproduction quality is not good when faced with a complaint from an advertiser has (and not in so many words) said that the advertiser should get some kind of adjustment for this reproduction," contends D'Elia, who was a panelist at a recent FOLIO Publishing Week workshop on production.

By appearing too sympathetic to an advertiser's complaint, D'Elia says, a salesperson can make later negotiations by the publisher or advertising director harder. "An advertiser can come back and say, 'Well, even your salesperson agreed with us that it was poor reproduction," he contends.

"There are so many things that can happen in production," D'Elia notes, "that an ad salesperson is not in a position to judge whether an ad is good or bad."

The salesperson's job, D'Elia stresses, is not to agree or disagree with an advertiser. But, the salesperson should say that the complaint will be checked out by the magazine's production experts.

All complaints should be monitored very closely, adds Hank Kazmirowski, senior production manager of Times Mirror Magazines.

When an advertiser complains, Kazmirowski notes, the production department should instruct the salesperson on what to tell the advertiser about production.

If a complaint is serious enough, Kazmirowski adds, someone from the production department should accompany a salesperson to meet with the advertiser.

However, both production managers note, it's important to keep a complaint and any subsequent negotiations in their proper perspective: By winning one production battle, it's possible that the magazine could jeopardize a contract with an advertiser.

30 regional magazines form ad sales network

New York City—The 30 magazines that compose the City & Regional Magazine Association (CRMA) have joined together to form an ad sales network designed to make them competitive with national magazines.

"The theory was that we were

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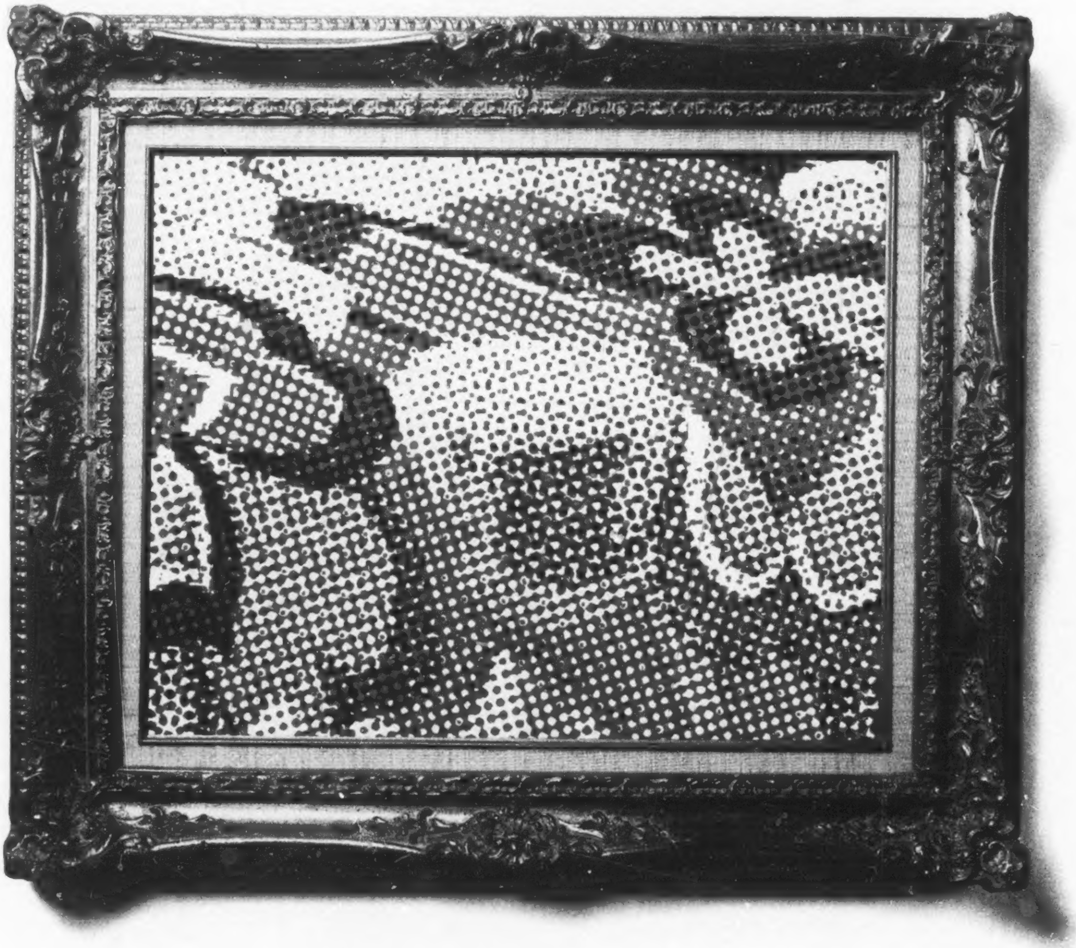
Getting the best results from your color separator



Detail:
Four-color separation
Circa 1983
Engraver unknown
Once used by magazines
to create primitive life-like
color images on paper.

Face to Face preview:
The comprehensive
exhibit hall planner

AUGUST 1983 VOL. 12 NO. 8

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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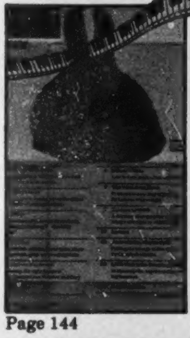

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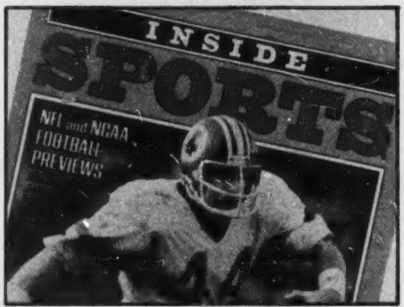

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Working with your separator

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Communication is basic to a productive publisher/color separator relationship. Page 109.

A publishing lawyer's view of printing contracts

By Barbara Ann Cook
Why hassle with a formal written contract after reaching a verbal agreement on basic terms with a printer? The reasons are legion. Page 114.

Should you be in the seminar business?

By Maxwell C. Huntoon Jr.
Seminars that work become logical extensions of a magazine's primary purpose—to provide useful information to a specific market. Page 121.

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A guide to getting the most out of your visit to this year's Face to Face Conference & Exposition. Page 65.

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of overclaiming and underclaiming by respondents.

He stresses that the first-time-read-yesterday method could never replace the SMRB and MRI studies, because this method requires huge samplings by telephone in order to reach individuals who have read a magazine for the first time the day before. Although this factor rules out practical use of the method on a short-term basis, it could be used every five or ten years to establish true levels of reading and to clarify what the Recent Reading and Through-the-Book methods are measuring, he explained.

Douglas has suggested that the Advertising Research Foundation (ARF) perform overclaiming studies and a larger research project on the new validity method.

Part of the research method developed by *Newsweek* calls for observation of respondents' reading, both in-home by spouses and in public places. This observed reading can only be done in conjunction with the read-yesterday method, because it involves nearly immediate follow-up of the actual reading event. With the SMRB and MRI techniques, it is impossible to follow a responding reader around for the period of time required, Douglas explained. He likened the observed reading method of validation to the near coincidental telephone interview used by the broadcast industry to validate viewing.

Industry observers are generally approving of the technique, although they note it has problems to overcome. "The idea of observation is good for validity, but difficult to accomplish," suggested Susan Boller, media research director at Bozell & Jacobs. "It's difficult to get someone in the home to accurately report on another's reading; the public place portion of the observation would be easier," she said.

She noted that the shorter time frame of 24 hours used in the read-yesterday method provides "a better predictor of the amount of reading" than other measurement techniques, and that the validation technique of observed reading could be used to check any type of methodology.

Timothy Joyce, president of MRI, said the new technique was "a very good idea. It's not at the point where it reports a totally accurate level of magazine reading, but it's getting closer," he said. "It's a potentially very good check on reading levels, although of course not the way to go to routinely collect magazine reading data."

"The technique is promising but definitely has problems," said Robert Schreiber, research director for Time Inc. The main problem, he observes, is the massive sample size required. "It will require surveys five to 10 times as large as are currently done for a middle-sized magazine," he said.

Another publisher promotes 5x rate

Houston—Another publisher has started to promote a five-time advertising rate, based on the success of *Chemical Processing*'s five-time rate card. (See FOLIO: *February 1983, page 13.*)

Oil & Gas Digest, a monthly publication of OGD Publishing, instituted a five-time rate discount with its May issue, says publisher Alain Fetiveau.

"In this economic climate, advertisers are watching their dollars to get maximum efficiency; advertising at least five times is more cost-efficient for them," Fetiveau explained. "And for us, it's a good way to get sales to expand," he added.

The theory that a five-time buy is more efficient than a fewer-time buy is based on a Westinghouse study of advertising effectiveness and a McGraw-Hill study on sales calls, showing that five calls were needed to close an ad sale, Fetiveau said. He consulted with *Chemical Processing* for information on how to go about the five-time rate card structuring.

The *Oil & Gas Digest* card gives a six-time rate discount on a five-time buy, on a card that offers one-, three-, five- and 12-time rate discounts. "This makes the three-time advertiser realize that advertising five times is advantageous," Fetiveau concluded.

Magazine ad share holding steady as rates, CPM increase

New York City—Consumer magazines' share of the total advertising pie is holding steady, reports a special study by Doyle Dane Bernbach, even as rates and CPM increase.

Consumer magazines' share of total advertising expenditures has held steady at 5.8 percent for 1982 and 1983, down slightly from a 6 percent share held in 1980 and 1981, the report shows. Although magazine ad units are expected to be flat in 1983, total spending in consumer magazine advertising should increase 9 percent over 1982 and reach $4.25 billion, Michael Drexler, executive vice president and director of media and programming, recently told a group of media analysts.

That increase in revenue will be derived from increases in rates and CPM, as well as from a continuing increase in four-color pages, Drexler said.

Both rates and CPM are expected to increase by 10 percent in 1983 against very little increase in circulation, Drexler said. Circulation will rise to a total of 297 million for 420 ABC magazines, up from 294 million total circulation for 419 ABC magazines in 1982, he predicts.

Four-color advertising now represents two thirds of all consumer magazine advertising, Drexler continued, as compared with black-and-white's 31 percent. This ratio represents quite a shift since 1970, when black-and-white advertising accounted for 50 percent of all consumer magazine advertising, versus 44 percent for four-color. Since four-color advertising rates are, on average, 50 percent higher than black-and-white rates, the trend toward more four-color is bringing more dollars into consumer magazine coffers, Drexler explained.

Although consumer magazines' share of advertising has been eroded somewhat by increases in network television ad rates, Drexler said, certain categories of advertising will be strong for magazines in 1983. Cigarettes (especially new product entries), automotive, business and computer services (including office equipment) are strong ad categories for magazines now, he said. Categories in which there has been erosion due to competition from TV include liquor, hi-fi stereos, insurance, household appliances, drugs and motorcycles.

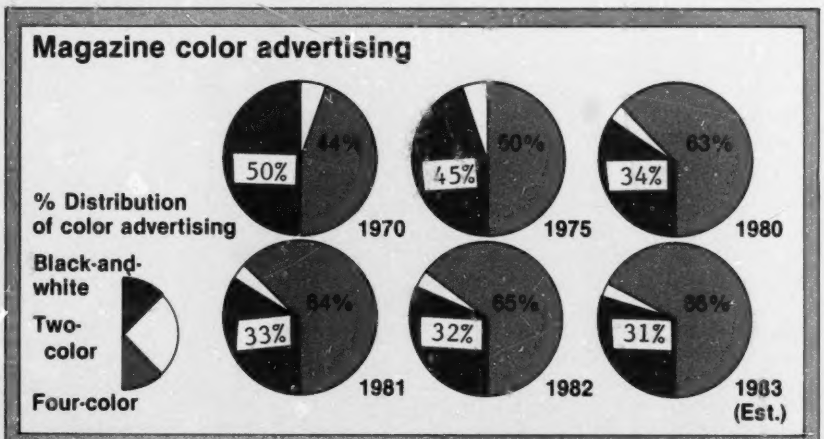
One of the most favorable trends in the picture for consumer magazine revenues, Drexler added, is in the price charged to readers. Since 1970, he explained, the annual subscription cost of consumer magazines has risen from $7.16 to $21.60, while the average single-copy price rose from 63 cents to $1.90. He predicted that, with continued support from readers for price increases, the average single-copy magazine price will approach $4 by 1990.

Third *Advertising Age Yearbook* published

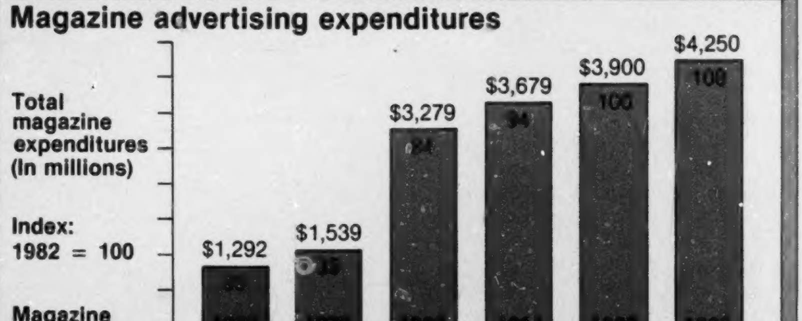
Advertising Age Yearbook 1983, the third edition in this series, has been published by Crain Books. The 366-page book covers events in the advertising field during 1982 and includes six articles by leading executives in the advertising/marketing communications field.

The $34.95 book also contains a 16-page full-color creative portfolio showcasing the best print ads and television commercials of 1982 as chosen by creative directors.

The book can be ordered from Crain Books, 740 Rush St., Chicago, Illinois 60611.


Magazine color advertising

The use of four-color magazine advertisements has grown from 44 percent of total units in 1970 to 65 percent in 1982. This trend is expected to continue.


Magazine advertising expenditures

Magazine advertising expenditures are expected to exceed $4.2 billion in 1983, an increase of 9 percent over 1982. Magazines' share of total advertising expenditures declined in 1982, but is expected to hold steady in 1983.

People

Fred Lubet to director of advertising and public relations, a new position at Cahners Magazine Division, from director of sales services and promotion. Those responsibilities will be incorporated into his new position. Lubet has been with Cahners since 1968.

Stan Buchholtz to national advertising manager, *Psychology Today*, from New York advertising manager; **Vic Asselin** to New York advertising manager, from sales representative.

Christopher P. Westfall to special projects manager, *The Washingtonian*, from account executive.

Phyllis Gocke to advertising manager, *Honolulu Magazine*, from account executive; **Lou Pujalet** to advertising manager, *Hawaii* and *Spirit of Aloha*, from account executive with the Inflight Group; **Leslie A. Van Grove** to advertising manager, *Hawaii Drive Guides*, from Maui representative.

Susan J. Boyd to advertising promotion director, *American Health*, from promotion manager, *Business Week*.

Harold L. Leddy to advertising director, *Family Computing*, from U.S. advertising director, *Newsweek International*.

Gerald E. Ellis to sales manager, Vernon Publications Inc., from assistant advertising manager, *The Seattle Times*.

Mary Therese Godat joins the West Coast office of *Discover*, from research and sales promotion manager, CBS Publications.

Mary Anne Sommers to sales development manager, *Harper's Bazaar*, from Eastern advertising manager, *Savvy*.

Benita Garfinkel to sales representative, *Ladies' Home Journal*, from New York ad sales manager, *Playgirl*.

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Introducing electronic editing: Production, editorial and data systems experts tell you how to prepare for and live through the transition into the electronic age. Page 55.

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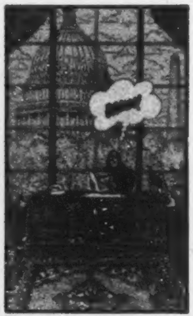
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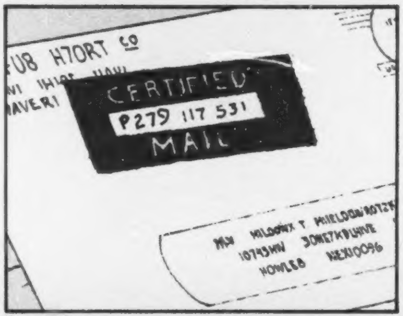

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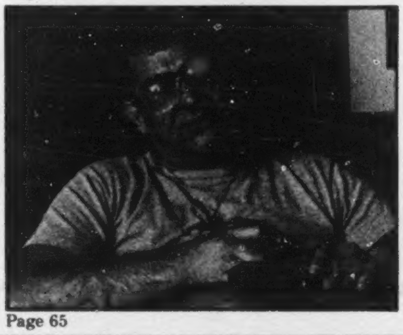
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The art of magazine editing

By Peter Jacobi

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Circulation pricing strategies

By David H. Foster

To set or change subscription or single-copy prices within the complicated framework of a circulation price structure means deciding on a balance. Readers, advertisers and the magazine's market and image must all be considered. Page 89.

Exploring in-house fulfillment

By Jim Fischer

The computer revolution has made in-house fulfillment a more realistic option for publishers. But finding the right vendor is a problem. Page 102.

Merchandising: 37 creative approaches

By Barbara Love

Merchandising can be the competitive edge that will put you out ahead of your competition. Page 118.

Writing the personality profile

By J.T.W. Hubbard

Robert Ruark had a system for writing personality profiles, and it worked—as this chapter taken from the book *Magazine Editing* shows. Page 133.

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Countering the electronic invaders. By John Mack Carter. Page 74.

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a harmful impact on a reader. Moreover, decisions in several states... either explicitly or implicitly reject the imposition of any such duty," the brief concludes.

4-color, full-page ads attract 35% more attention: McGraw-Hill

New York City—Magazine salespeople regularly promote four-color ads as attracting more attention than black-and-white, but it helps to have evidence to support the claim. A recent study by McGraw-Hill comparing four-color and black-and-white business-to-business advertising provides this evidence.

Four-color ads scored higher than black-and-white in readership studies, demonstrating that use of four-color greatly increases an ad's ability to attract reader attention, according to a report from McGraw-Hill's Laboratory of Advertising Performance.

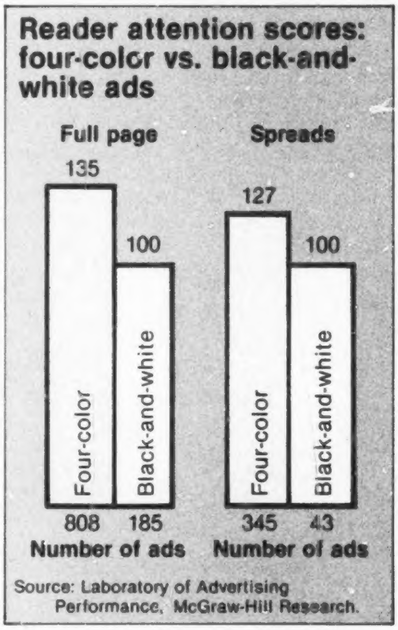
Data from ads studied show that "regardless of the ad's size, use of four-color consistently increases the likelihood of attracting reader attention."

Among full-page ads, for example, four-color ads had reader attention scores 35 percent higher than those of black-and-white. Of the 933 full-page ads studied, 808 were four-color; 185 were black-and-white.

Four-color spread advertisements also ranked higher in their ability to attract readers' attention. Of the 388 spreads studied, the 345 four-color spreads scored 27 percent higher than their 43 black-and-white counterparts.

The study also points out that four-color ads can help advertisers in one or more of the five steps to a sale: establishing contact (attracting attention), creating awareness, arousing interest (causing action), building preference, and keeping customers sold.

Results of the study were based on information from McGraw-Hill Research's database, which was compiled in conjunction with the School of Business, University of Massachusetts. The database incorporates thousands of ads appearing in 26 business publications that were studied by McGraw-Hill's Ad Sell Readership programs.


Reader attention scores: four-color vs. black-and-white ads

Source: Laboratory of Advertising Performance, McGraw-Hill Research.

Ads using four-color consistently outperformed their black-and-white counterparts in attracting reader attention. In the full-page category, four-color scored 35 percent higher than black-and-white. Four-color spreads scored 27 percent higher than those in black-and-white. The index 100 in the chart above is average score for black-and-white ads.

Keep better track of inquiries that lead to sales

Chicago—Magazine publishers should see that better records are kept of inquiries about advertising that lead to sales, recommends Rick Kean, publisher of *Business Marketing*. Those records can be very useful in convincing management in a business-to-business sales call that industrial advertising is effective, he said.

Kean noted that, as advertising budgets are scaled down, advertising sales people must learn to think the way top management thinks and to talk to them in their own terms in order to realize sales. "When a marketing person is selling to top management, he's got to think the way they do, and give them proof that advertising sells their product for them," he said.

One of the selling points of advertising is that its effects continue into the long-term: Management should not regard it as just a short-term expense, Kean said. One way to convince management that advertising is having long-term effects is to show them, for example, that an inquiry resulting from an ad run several years ago created a customer who is still with the company.

"You've got to show them numbers," Kean stated. "Give management case histories that prove to them that advertising is an investment in their company and its future, not just a short-term expense."

The problem is that very little record is actually kept of inquiries that lead to sales: Kean admits he doesn't

The Folio: 400/1983

$25.00

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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[illegible] ROLLING STONE [illegible] HARPER'S BAZAAR [illegible] HOUSE BEAUTIFUL [illegible] CAR AND DRIVER [illegible] [illegible] CHOLOGY TODAY [illegible] CLUB [illegible] 97.MOTOR TREND 98.PLAYGIRL 99.PROGRESSIVE FARMER 100.NEW ENGLAND JOURNAL OF MEDICINE 101.MEDICAL ECONOMICS 102.ELECTRONIC DESIGN 103.TEEN 104.MODERN BRIDE 105.ELECTRONIC NEWS 106.SPORT 107.SPORTS AFIELD 108.THE FAMILY HANDYMAN 109.SUCCESSFUL FARMING 110.RESTAURANTS & INSTITUTIONS 111.NEW YORK NEWS MAGAZINE 112.YANKEE 113.METROPOLITAN HOME 114.GALLERY 115.TEXAS MONTHLY 116.ESSENCE MAGAZINE 117.INSTITUTIONAL INVESTOR 118.STEREO REVIEW 119.COUNTRY LIVING 120.HIGH SOCIETY 121.1001 HOME IDEAS 122.W 123.MACHINE DESIGN 124.WORKING WOMAN 125.CUISINE 126.EDN 127.CYCLE 128.SCIENCE '82 129.CHERI 130.ENGINEERING NEWS RECORD 131.GRIT 132.ELECTRONICS 133.SCIENCE 134.SOAP OPERA DIGEST 135.NURSING '82 136.DATAMATION 137.NATIONAL GEOGRAPHIC WORLD 138.INDUSTRY WEEK 139.TENNIS 140.HEALTH 141.JAMA 142.DESIGN NEWS 143.SKIING 144.SCIENCE DIGEST 145.SAIL 146.PLANT ENGINEERING 147.NATIONAL LAMPOON 148.CHEMICAL ENGINEERING 149.EASYRIDERS 150.LOS ANGELES MAGAZINE 151.FORUM 152.SKI 153.SIGNATURE 154.COMPUTERS & ELECTRONICS 155.ARMY TIMES 156.AMERICAN BANKER 157.FREQUENT FLYER 158.CHICAGO 159.BILLBOARD 160.WEIGHT WATCHERS 161.TRAVEL/HOLIDAY 162.GUNS & AMMO 163.CAR CRAFT 164.AIR FORCE TIMES 165.FLYING 166.RUNNER'S WORLD 167.RESTAURANT BUSINESS 168.DAILY NEWS RECORD 169.AUDUBON 170.AMERICAN METAL MARKET 171.REAL ESTATE TODAY 172.WORKING MOTHER 173.YACHTING 174.ADWEEK 175.GENESIS 176.SATURDAY EVENING POST 177.PURCHASING MAGAZINE 178.COLONIAL HOMES 179.DECORATING & CRAFT IDEAS 180.SESAME STREET 181.TRAVEL AGENT MAGAZINE 182.BOYS' LIFE 183.AMERICAN LEGION MAGAZINE 184.AMERICAN BABY MAGAZINE 185.PRAIRIE FARMER 186.BOATING 187.CHEMICAL WEEK 188.NATURAL HISTORY 189.PLAYBILL 190.BASSMASTER 191.MEETINGS & CONVENTIONS 192.NATION'S RESTAURANT NEWS 193.NEW EQUIPMENT DIGEST 194.MINI-MICRO SYSTEMS 195.HFD 196.INSTRUCTOR 197.WORLD TENNIS 198.CYCLE WORLD 199.AUTOMOTIVE NEWS 200.ELECTRONIC ENGINEERING TIMES 201.CREATIVE COMPUTING 202.INDUSTRIAL EQUIPMENT NEWS 203.HOME MAGAZINE 204.DUN'S BUSINESS MONTH 205.MS. 206.ARCHITECTURAL RECORD 207.NAVY TIMES 208.NEW SHELTER 209.AMERICAN JOURNAL OF NURSING 210.INTERIOR DESIGN 211.GAMES 212.SUPERMARKET NEWS 213.HIGH FIDELITY 214.WORKBASKET 215.HARVARD BUSINESS REVIEW 216.THE ATLANTIC 217.RN MAGAZINE 218.PERSONAL COMPUTING 219.HOARD'S DAIRYMAN 220.DIVERSION 221.ARIZONA HIGHWAYS 222.THE DIAL 223.CALIFORNIA 224.NATIONAL JEWELER 225.THE FARMER 226,BLACK ENTERPRISE 227.ELECTRONIC BUYERS' NEWS 228.SOLDIER OF FORTUNE 229.VELVET 230.COMPUTER DESIGN 231.UNITED 232.CLUB INTERNATIONAL 233.CHEMICAL & ENGINEERING NEWS 234.IRON AGE 235.SWANK 236.PATIENT CARE 237.THE WASHINGTONIAN 238.FOOD & WINE 239.COMPUTER DECISIONS 240.JOURNAL OF ACCOUNTANCY 241.PETERSEN'S PHOTOGRAPHIC 242.CONSUMERS DIGEST 243.CO-ED 244.GEO 245.NATIONAL WILDLIFE 246.PHILADELPHIA 247.PROGRESSIVE GROCER 248.MODERN PLASTICS 249.CONSULTANT 250.AMERICAN PHOTOGRAPHER 251.BUSINESS & COMMERCIAL AVIATION 252.ELECTRICAL CONSTRUCTION & MAINTENANCE 253.TECHNOLOGY ILLUSTRATED 254.TRAILER LIFE 255.ANNALS OF INTERNAL MEDICINE [illegible] AMERICAN WAY [illegible] HOSPITAL PRACTICE 260.MOTOR BOATING & SAILING [illegible] AMERICAN MACHINIST [illegible] EMERGENCY [illegible]

THE FIFTH ANNUAL RANKING OF THE MAGAZINE PUBLISHING INDUSTRY ☐ OCTOBER 1983

OCTOBER 1983 VOL.12 NO.10

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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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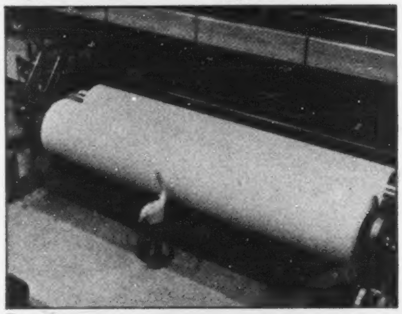

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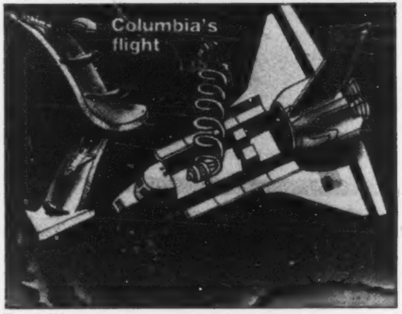

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UPDATE

Management

Industry surprised as paper market tightens, prices begin rising

New York City—A recent tightening in the paper market—which apparently caught the magazine and paper industry off guard—is expected to bring an increase in paper costs at the beginning of this quarter, October 1.

"It's no longer a buyers' market; it's a sellers' market. The tables are reversed," says one paper merchant.

Many magazine paper industry executives cautiously speculate that paper availability problems will be short-term—possibly loosening up somewhat in November, according to interviews by FOLIO. However, other executives are not so optimistic, and wonder whether the tight market will continue into 1984.

Price increases, though, are a certainty, they told FOLIO.

Discounts offered by paper manufacturers in February or March are expected to have been eliminated in September or October.

Because of the elimination of the discounts, publications can expect the increase in paper costs for the fourth quarter to be in the range of 5 percent to 8 percent, depending on the manufacturer.

For example, one paper manufacturer eliminating its discount program is effectively increasing the price of a 32 lb. coated paper from $37.50 per hundred weight to $40.55 as of October 1. This represents an 8.1 percent increase, according to one publishing company's director of manufacturing.

In the first quarter of 1984, some manufacturing executives expect another increase that they say could range from 1 percent to 8 percent.

"I would look for increases to follow the rate of inflation, between 5 percent and 6 percent for the year," says a Wall Street analyst who follows the paper industry.

"It will depend on the mills and the reaction of buyers between now and December," says Gertrud Borchardt, director of manufacturing for Times Mirror Magazines, Inc. "Some could go up 2 percent or 3 percent in the beginning of 1984, or they may hold off until March."

Double-digit increases for 1984, however, have not been predicted. "I don't expect to see any paper manufacturers gauging the market," says Edward Barral of the purchasing department of Gould Paper.

During late June and in July, magazines were hit by availability problems when paper manufacturers could not fill their orders, particularly for light weight coated papers, as quickly as they had in the past.

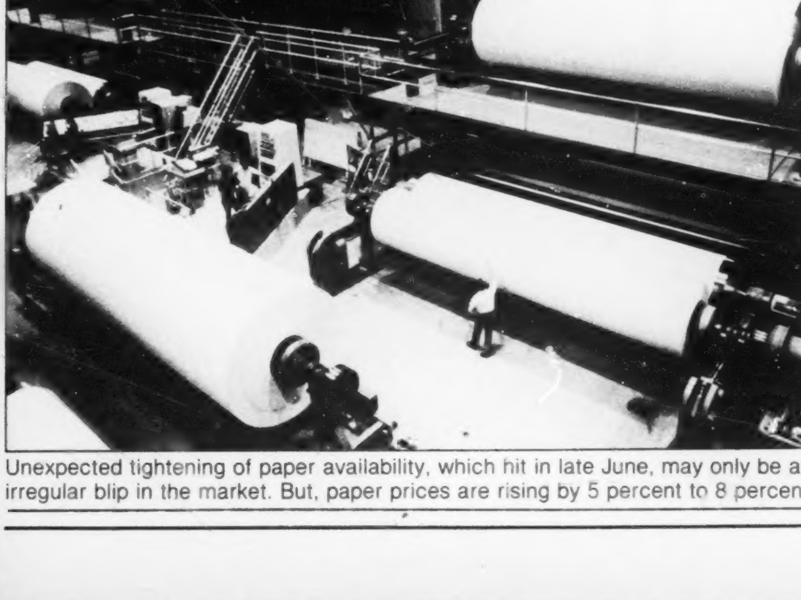
The market had been tight in heavy coated papers (40 lb. to 100 lb.), but an unexpected demand for light weight coated paper (under 40 lb.) began to surpass paper manufacturers' supplies.

This was a surprise because the trend has been for the mills to build up a capacity in light weight paper, anticipating a high demand in this area due to publishers' concerns over distribution and postal rates, explains Vito Colaprico, vice president of manufacturing of *Family Circle*.

At C. W. Communications, Lee Vidmer, senior vice president, explains, "Before the market got tight, we could order paper within two weeks of delivery. Now we need a lead time of two to three months."

The increased demand for paper has caused one paper manufacturer to put its customers on an allotment basis. Others are reportedly handling customers' orders on a reservation

(Continued on page 27)



Unexpected tightening of paper availability, which hit in late June, may only be an irregular blip in the market. But, paper prices are rising by 5 percent to 8 percent.

Pre-tax profits down slightly in 1982, MPA/PW survey reveals

New York City—Average pre-tax operating profits as a percentage of revenue dropped slightly in 1982, according to figures on 192 magazines participating in the annual Magazine Publishers Association/Price Waterhouse Financial Survey. The pre-tax operating profit was 8.76 percent in 1982 compared with 8.97 percent for the 170 magazines responding in 1981.

Assuming corporate taxes of 46 percent, the participants' net income for 1982 was 4.7 percent, the Magazine Publishers Association (MPA) comments.

As in the past, the weekly/biweekly group reported the highest pretax operating profit (11.6 percent) of the eight categories studied. This compares with the 13.76 percent figure reported by this group in 1981. The next highest pre-tax operating profit (11.31 percent) was reported by magazines with greater than two million circulation.

The group having the lowest pre-

Pre-tax operating profits in 1982

(as a percentage of total magazine revenues by category)

Circulation less than 250,000	250,000-500,000	500,000-750,000	750,000-1,000,000	1,000,000-2,000,000	over 2,000,000	Weekly/biweekly	Not-for-profit
2.97%	5.94%	6.50%	10.80%	7.93%	11.31%	11.64%	.41%

Source: Price Waterhouse/Magazine Publishing Association

Summary of responses to MPA financial surveys, 1980-1982

(as a percentage of total magazine revenues)

	1980	1981	1982
Total number of magazines reporting	158	170	192
Revenue			
Net advertising revenues	51.14%	51.08%	50.19%
Gross subscription revenues	32.67	33.30	33.32
Gross single-copy revenues	16.19	15.62	16.49
Total magazine revenues	100.00%	100.00%	100.00%
Advertising expenses	7.89%	8.21%	8.80%
Circulation expenses	24.55	24.58	24.74
Editorial costs	7.85	7.75	8.24
Manufacturing and distribution expenses	42.77	41.07	39.51
Other operational costs	2.68	2.66	3.37
Administrative costs	6.49	6.76	6.58
Total magazine costs	92.23%	91.03%	91.24%
Operating profit (before taxes)	7.77%	8.97%	8.76%

Source: Price Waterhouse/Magazine Publishers Association

tax operating profits continues to be magazines with circulations between 250,000 and 500,000. This group fared a great deal worse than in 1981, when they had a pre-tax profit of 1.01 percent: In 1982, they showed a pre-tax operating loss of 5.94 percent.

Advertising continues to contribute more revenue than circulation, though barely. Its percentage of the total contribution continues to erode. In 1981, net advertising revenues contributed 51.08 percent of total magazine revenues. In 1982, the figure slipped to 50.19 percent.

Gross subscription revenues remained about the same in 1982 as in 1981 (33.32 percent compared with 33.30 percent), but gross single-copy revenues gained a percentage point (16.49 percent of total magazine revenue compared with 15.62 percent in 1981).

Advertising, circulation and editorial costs rose as a percentage of total magazine revenues in 1982. Advertising expenses were up from 8.21 percent in 1981 to 8.80 percent in 1982. Circulation expenses were also up slightly (24.74 percent compared with 24.58 percent). And editorial costs rose one half of a percentage point from 7.75 percent to 8.25 percent.

The two areas where magazine costs as a percentage of total revenue decreased were manufacturing/distribution and administration. Manufacturing and distribution costs were down from 41.07 percent of total revenue to 39.51 percent.

Injunction denied in *the Dial* lawsuit; case continues

New York City—A preliminary injunction requested by John Quincy Adams Productions to prevent the publishing arrangement between *the Dial* and Gruner + Jahr/USA from going into effect has been denied by the New York State Supreme Court. According to *the Dial*'s parent company, Public Broadcasting Corp. (PBC), an injunction would have caused the magazine to cease publication. The decision to deny the injunction will be appealed, according to a lawyer for Adams.

John Quincy Adams Productions claims to have an exclusive agreement with PBC, signed in March and predating the May 1 agreement that PBC entered into with Gruner + Jahr/USA, for publishing *the Dial*.

"John Quincy Adams Productions was formed with the express intention of performing distribution and editorial development and selling advertising for *the Dial*," explained Michael Levine, Adams' attorney with the law firm Goldstein, Lieberman & Levine.

By the injunction, Adams was seeking to stop *the Dial* from going through with its publishing agreement with Gruner + Jahr/USA. The injunction is part of an overall action seeking to force *the Dial* to use Adams as its publishing partner, pursuant to a two-page document signed by the two parties on March 31, which Adams calls a contract and which *the Dial* says was only a "preliminary agreement."

In denying Adams the injunction, the New York State Supreme Court found that the company had not proved several points, among them "irreparable injury" that it would sustain without the injunction. Further, the Court found that the claimed injury to its reputation with advertisers by Adams "is minimal compared to the harm that will be suffered by both Adams and PBC if publication of *the Dial* is delayed or suspended."

Adams plans to appeal the denial of the injunction, in the First Department of the Appellate Division of the State Supreme Court, according to Levine. And, he says, the underlying action, or the original case filed along with the injunction motion, which asks either for performance of the contract with *the Dial* or for a minimum of $10 million in "lost profit" damages, will continue.

"Our position is that John Quincy Adams Productions had a full, viable and enforceable contract with Public Broadcasting Corporation or Educational Broadcasting Corporation concerning *the Dial*," Levine stated. He also noted that Adams takes exception with two other contentions of PBC—that it was fraudulently induced to sign an agreement with Adams and that Adams had misrepresented the other magazines with which it was associated.

Although the technical connections among them, according to Levine, are a matter of this litigation, he explained that PBC had not been happy to discover the connection of John Quincy Adams Productions with *Oui*, a publication of Laurant Publishing, Ltd. "PBC says they weren't aware of the involvement that Murray Traub, who is principal shareholder in John Quincy Adams, had with sexual-

UPDATE

Advertising sales

Advertisers get vigilant on collecting 'their due' for underdelivery

New York City—As more magazines fail to meet their guaranteed rate bases, more advertisers and ad agencies are going back to the magazines to get credit, according to some industry observers.

Although most magazines have traditionally guaranteed their stated rate bases, in the last few years economic conditions have toughened, and more advertisers are eager to be given "their due," as one observer explained. "There is increasing interest in getting some kind of compensation for a buy in a magazine that doesn't make its rate base, probably because top management is clamping down on ad management within the buying company to see that the magazine is held to account," this source suggested.

"We're definitely paying more attention to the publishers' pink slips and to the white sheets sent by ABC (Audit Bureau of Circulations)," said Debbie Solomon, media research supervisor for Leo Burnett, the ad agency for the Philip Morris account. "We pay rates based on a rate base supposed to deliver a certain audience, and we want what we paid for." The ad agency was making a "concerted effort" to make all its media buyers aware that in many cases rate bases are not being met, she added. (A recent study in *Capell's Circulation Report* found that 42 percent of ABC magazines claiming rate bases failed to meet those rate bases in the year ending June 1983.)

"We've been going back to magazines for rebates for a year to a year and a half," said Robert Bolte, director of media operations for Young & Rubicam, San Francisco (which has the Clorox account), and chairman of the Association of National Advertisers (ANA) magazine committee. There has been more underdelivery in the past few years, he noted, adding that he tells advertisers to keep in mind that rate base circulation is not necessarily guaranteed. "What advertisers are buying is readership, not circulation," Bolte stated, "and just because circulation is off by 2 percent, readership is not necessarily also off by that amount."

Although there had been a good deal of underdelivery in the women's service field, which he specializes in, Bolte says that since these magazines cut their rate base circulations back to reduce costs three to five years ago, there has been less underdelivery. For this field at least, he says, magazines are in a healthier position.

In general, when a magazine is requested to make up for underdelivered circulation, it comes in the form of a space credit, cash or check reversals against the previous year's billings, according to a couple of agency sources. At R. J. Reynolds, where media buying is done in-house without the use of an outside agency, an arrangement is usually worked out with the magazine, says Dan Pearson, director of media, domestic marketing/to-

(Continued on page 24)

Ad revenues up 10.1% in first half; youth, fashion groups fare best

New York City—Advertising revenues for the first six months of 1983 increased by 10.1 percent compared with those of first half 1982. Revenues rose by $167,859,019, to $1,827,778,319, as reported by Publishers Information Bureau (PIB) members.

Advertising pages also increased in the first half of 1983 compared with 1982's first half—by 5.3 percent, or 3,134.81, to a total of 62,638.47 pages. Last year, ad pages were off slightly in the first half.

Percentage increases in ad revenues and pages for June were the highest to date for the year. Revenues rose by 13 percent, to a total of $295,509,578, up $32,846,573 compared with June 1982. The next-highest monthly increase this year was an 11 percent revenue hike in March.

Ad pages for June also increased by the largest percentage yet for 1983, by 794.61 pages, to a total of 9,775.59, or 9 percent compared with June a year ago. The next-highest monthly increase in pages this year was a 6 percent increase in March.

The top 10 magazines in ad revenues were the same in 1983's first half as in 1982's first six months, with all but one of these magazines posting revenue increases. Only *Reader's Digest*, the 10th ranked magazine in revenue, showed a decrease in revenue (-6 percent) compared with its performance in the first six months of 1982.

Among categories of magazines, youth, composed of only one magazine, *Boys' Life*, made the strongest showing, with a 14 percent increase in pages and a 22.6 percent increase in revenue over the first six months of 1982.

The fashion and service category fared second best in revenue gains with a 19.2 percent increase, on only a 4.8 percent gain in pages during the first half. Best performer in this group was *Harper's Bazaar*, with a 34.9 percent revenue hike and a 13.4 percent increase in pages over 1982's first half.

The women's magazine category had the next-highest revenue increase —an 11.9 percent gain on 4 percent

Magazines ranked by advertising revenue, January 1983 - June 1983

Rank	Publication	Ad revenue	% change from 1982
1	*Time*	$140,046,279	15%
2	*TV Guide*	126,144,483	7
3	*Newsweek*	100,538,554	10
4	*Sports Illustrated*	87,857,633	11
5	*People Weekly*	77,241,156	1
6	*Business Week*	71,777,140	2
7	*Good Housekeeping*	57,129,885	8
8	*Family Circle*	54,412,618	16
9	*Better Homes and Gardens*	51,832,629	4
10	*Reader's Digest*	48,702,218	-6

more pages than during the first half of 1982. Best showing in this group came from *Working Woman*, which had a 43.6 percent increase in revenue and a 13.1 percent increase in pages. Only one magazine in this group, *Redbook*, posted a revenue loss (-13.6 percent).

The outdoor and sports group showed the fourth-highest revenue increase, an 11.6 percent gain on an 11.4 percent increase in pages during the first half of 1983 compared with the first half of 1982. *Field & Stream* paced this group, with a 19.7 percent revenue gain and 23.1 percent page increase.

Although weeklies and monthlies posted nearly the same amount of revenue increase (10.6 percent for monthlies and 10 percent for weeklies), the monthlies turned in a much better showing in pages. Monthlies had a 12.4 percent page increase, while the weeklies posted only a 1.8 percent gain in the first six months of 1983 compared with the first half of 1982. Included in the monthly category was the whopping gain by *Consumers Digest*, of 999.9 percent in revenue and 757.2 percent in pages. (The large increase for this magazine occurred because only two months of advertising were included in the 1982 first half.) Among the weeklies, the best performer was *W*, with a 90.3 percent revenue increase on a 61.6 percent increase in pages in the first half.

Both the home and business categories posted revenue gains on small page increases. Home had a 4.1 percent revenue increase on a 1.7 percent page improvement, while business showed an 8.3 percent revenue hike on a .5 percent increase in pages.

Two categories, the newspaper supplements and the mechanics and science group, posted revenue increases on page decreases. The supplements showed a 10.8 percent revenue gain on a 3.1 percent decline in pages, while mechanics and science had a 6.8 percent revenue gain on a .6 percent loss in pages.

American Heritage abandons single sponsor advertising policy

New York City—American Heritage has abandoned its policy of accepting single advertisers in each issue, implemented in September 1982. Although the policy was successful in attracting attention to the magazine, it had problems, executives at the magazine say. The magazine is accepting multiple advertisers in the December issue.

There had been some difficulty attracting single advertisers to *American Heritage*, explained Brendan Kelly, advertising director. Although five of the six issues in the first year were sold, the sixth issue, in May, on the maritime industry, could not be sold, he said.

Prime reasons for the difficulty in attracting single advertisers, he explained, included the fact that corporate public relations departments, the prime targets for such advertising, had faced budget cuts during the recession. There were fewer advertising dollars to go around.

And the $77,500 price tag for the six- to eight-page buy was a deterrent. "There just aren't that many ad managers with the latitude allowing for a one-shot buy of that size," Kelly explained.

The move to a multiple advertising policy is intended to bring more revenue to the magazine, added Byron Hollinshead, president and acting publisher. "Although the single advertiser policy allowed us to get advertisers' and agencies' attention in a unique way, there was nowhere to go with it," he said. He described the single advertising policy as a good "way in" to a multiple advertising policy.

It will probably take the same number of sales calls to get multiple advertising into *American Heritage*'s six issues per year as it did to make the six single advertiser sales per year, Kelly said.

Projections are for the December issue to carry 30 pages of ads, out of 114 total pages, he continued. A ratio of 30 percent advertising to 70 percent editorial an issue has been set, he added, to avoid clutter.

So far, reactions from the ad community have been "sensational," according to Kelly. He said there were a number of commitments although no orders in house when FOLIO called. Selling is being done in-house by Kelly and an assistant with one more in-house person to be hired. Sales reps cover regional areas around the country. Only full pages and inserts will be accepted initially.

A readership study conducted in March 1982 shows that the *American Heritage* audience contains heavy purchasers of automotive products, alcohol, investment and financial services, leisure services and home furnishings, Kelly added, all prime markets for major advertisers. "It's an extraordinary general advertising vehicle," he said. Rates are $5,500 for a black-and-white ad and $6,600 for a four-color ad.

One of the aims of the general advertising policy is to help *American Heritage* grow substantially both in circulation and advertising, Hollinshead said. "If we're successful in attracting enough ad revenue, we'll have a lot more dollars to play with," he concluded.

Conference calls give sales force strategic advantage

Montgomery, Ala.—Telephone conference calls can offer a sales staff some interesting strategic advantages over the personal sales call and regular telephone call.

This is the opinion of Spencer Longshore, president of the Longshore Group, which specializes in ad sales for special interest publications.

"Most often I use conference calls when there is a gray area," says Longshore. "For example, one person may say he can't buy until he's checked with another person, and the other may say vice versa. Well, I get them on a conference call phone so they can say yes together."

The conference call is effective because it gives the ad salesperson a threefold advantage, says Longshore.

First, it offers the element of surprise, notes Longshore. "The parties being called don't fully know what is going to happen. It gives the salesperson an advantage because it puts him in the driver's seat."

Second, it makes an impression on the advertiser that might not be made on the personal sales call. "Conference calls are unusual and people enjoy them. They create something that's memorable in the selling experience," says Longshore.

Third, a conference call helps to make the advertiser and agency aware of what is being discussed, planned or made available.

Also, conference calls can be an inexpensive and effective backup to the personal sales call for a magazine's ad sales staff, says Longshore, who may make five or more conference calls in a week.

Moreover, as the costs of personal sales calls increase, more ad sales staffs will have to master the techniques of the telephone conference call, he asserts.

The costs of a conference call are minimal when compared with those of the traditional personal sales call, says Longshore.

For instance, a telephone conference call can be made for a fraction of the cost of a typical personal industrial sales call, which could range from $150 to $200, says Longshore.

Suggested ad sales opportunities for the conference call include the launch of new magazines, the introduction of a new advertising category, or the beginning of a new marketing or merchandising program beyond the advertising schedule, says Longshore.

Although the conference call is an effective sales tool, a salesperson "teaser."

And the newsstand covers have contributed to a substantial lift in sales, he adds. "Sales are averaging more than 10 percent better at the newsstand this year than last year, and a good 5 percent to 7 percent of that is due to the new covers," he stated. Newsstand sales, which last year ran between 88,000 and 90,000 on good issues, now average 100,000, and once, in April, when Erin Gray's picture was on the cover, hit 135,000.

The out-of-pocket costs of preparing the two covers run about $2,000 an issue, Anderson says. This includes paying the photographer, paying a model (when one is used) and changing the run of press. Fortunately, since both of the runs are so large (newsstand copies over 100,000 and subscriber copies 270,000) there is not as severe a penalty for changing in the middle as there could be if the runs were smaller, he said.

And the additional newsstand sales have more than covered the added costs, he says. In fact, the new system is generating a profit.

Although a few subscribers have complained about not getting the "jazzier" newsstand covers, most of them prefer the more serious covers, he said. "It's great to be able to put some guy or girl on the cover who has just set a world record and is deserving, but would bomb on the newsstand because they're so unattractive," Anderson stated.

1982 mixed year for international sales

New York City—Overseas unit sales for U.S. magazines showed mixed results in 1982, according to a report from Boarts International, Inc. Among the top-selling U.S. titles overseas, *Omni* experienced the largest decline, with a 33.1 percent drop in unit sales in 1982 compared with 1981. *Playgirl* had the greatest increase, gaining almost 42 percent in 1982 over its sales in 1981.

Half of the 10 top-selling publications showed a decline in unit sales, four had increases ranging from 2.7 percent to 41.9 percent, and one showed a negligible drop of 161 copies.

(*Oui* was ranked fifth in 1981, with 126,714 unit sales. But *Oui*'s 1982 figures were not included in the Boarts report.)

There has been a general decline in the men's sophisticates category over the past several years. *Playboy* experienced a 24.3 percent drop in 1982 over 1981. However, *Hustler* is shown to have gone against this trend in 1982, with a jump of 17.7 percent over its 1981 sales.

The chart is an analysis of Boarts' biannual reports, which used Audit Bureau of Circulations reports as a source. Figures include sales in foreign countries (excluding Canada), U.S. possessions and military bases.

Battle for check-out may be worth it

Detroit, Mich.—Publishers' battles for space and position at supermarket check-outs may be worth the extra cost and effort, according to statistics on check-out sales provided by two trade magazines covering the supermarket industry.

Products at check-out counters generate a much higher turnover than does inventory in other locations, report *Grocers' Spotlight* (*GS*) and *Supermarket News* (*SN*). Magazines and other products at the front end have a turnover rate that is four to six times greater than it would be if they were displayed elsewhere in the store, according to *SN*.

And *GS* reports magazine check-out inventory turns between 27 and 98 times per year. Check-out displays, with few exceptions, generate sales three times greater than do items displayed with regular shelf stock, this magazine claims.

A scanner study of 279 stores shows that check-out displays, while occupying 0.26 percent of store space, produced 0.76 percent of store sales and 0.96 percent of store profits, according to *GS*.

Nationwide, food stores sell 130 million copies of magazines at check-outs each month, or 1.56 billion copies annually, *GS* reports.

Magazines among top sales, profit categories in C-stores

Newport, N.Y.—Magazines and books continued to be among the top merchandise categories ranked by sales and profit in convenience stores in 1982, according to a recent report in *Convenience Store Record*.

The report analyzed 10 categories by sales and 15 categories by profit for convenience stores in 1982 versus 1981.

Magazine and book sales were up 6.9 percent in 1982 over 1981 and maintained a ranking of eighth among the top 10 sales categories, according to the report.

For the past three years, the magazines and books category has maintained its number eight position. However, in 1982 the sales for the sandwich and fast food category equaled that of magazines and books, at $588.9 million.

Although other categories in the top 10 have traditionally demonstrated that they can bring a greater sales volume, the magazines and books category showed a greater percentage gain in sales than did the categories of dairy, candy/gum, and baked goods.

Among the top 15 profit categories, magazines and books moved up one notch in the rankings, to 13th place from 14th place, with gross profits of $125.4 million, a 4.9 percent gain in

Boarts' top 10 U.S. magazines by single-copy sales overseas

	Full year					Second half	
	1982		1981		%	1982	1981
Magazine	**Rank**	**Unit sales**	**Rank**	**Unit sales**	**variation**	**Unit sales**	
Penthouse	1	580,848	1	600,401	- 3.3%	285,993	277,050
Playboy	2	389,817	2	514,777	-24.3	164,266	207,148
Life	3	114,940	4	134,358	-14.5	58,779	58,811
Playgirl	4	107,839	9	75,990	+ 41.9	56,480	44,600
Easyriders	5	107,422	7	96,927	+ 10.8	59,105	49,925
Omni	6	104,970	3	156,956	-33.1	50,505	69,754
Reader's Digest	7	99,063	6	99,224	---	41,720	47,572
Scientific American	8	82,842	8	88,550	- 6.4	40,224	45,200
Hustler	9	77,050	11	65,484	+ 17.7	36,918	32,096
Good Housekeeping	10	69,795	10	67,965	+ 2.7	37,527	37,969

Source: Boarts International, Inc., New York City.

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Top 15 profit categories for convenience stores 1981 versus 1982

1982 rank	Category	1982 profits*	1981 rank	1981 profits*	Percent gain
1	Tobacco	$699.0	2	$631.1	10.9%
2	Grocery	683.5	1	647.7	5.5
3	Soft drinks	528.0	3	469.4	12.5
4	Beer	504.3	4	421.2	19.7
5	Dairy	363.7	5	326.0	11.6
6	Candy/gum	292.9	6	278.3	5.2
7	Sandwiches/fast foods	244.6	7	203.7	20.1
8	Baked goods	191.4	8	177.3	8.0
9	Chips/snacks	179.4	10	159.9	12.2
10	Health & beauty	169.0	9	165.9	1.9
11	Deli	157.6	11	148.7	6.0
12	Ice cream	136.7	12	125.6	8.9
13	Magazines/books	125.4	14	119.5	4.9
14	General merchandise	119.4	13	122.1	2.2
15	Frozen foods/fountain	80.4	16	72.5	11.0

*in millions of dollars
Source: *Convenience Store Record*

Top 10 sales categories for convenience stores 1981 versus 1982

1982 rank	Category	1982 sales*	1981 rank	1981 sales*	Percent gain
1	Tobacco	$2,249.9	1	$2,089.6	7.7%
2	Grocery	2,083.8	2	1,906.2	9.3
3	Beer	1,781.8	3	1,595.6	11.7
4	Soft drinks	1,676.1	5	1,539.1	8.9
5	Dairy	1,630.8	4	1,567.3	4.0
6	Candy/gum	785.2	6	762.5	3.0
7	Baked goods	664.4	7	635.4	4.6
8	Magazines/books	588.9	8	550.7	6.9
9	Sandwiches/fast foods	588.9	9	522.5	12.7
10	Chips/snacks	543.6	10	480.1	13.2

*in millions of dollars
Source: *Convenience Store Record*

1982 over 1981.

The last time the magazines and books category held the 13th position was in 1980, with gross profits of $115.96 million.

Single-copy gains in first half

(Continued from page 30)

high unemployment rate in this area," Scheur said. He said blue collar areas bought strongly in "physical culture" magazines, such as home remodeling and how-to magazines. Strongest categories were special interest titles, women's magazines, and health and fitness magazines, while the men's sophisticates were the worst performers, he stated.

Another area where sales were not particularly strong was in Oakland, California. Magazine single-copy sales were "kind of flat," said Guy Matta, systems analyst for Cal-West Periodicals, Inc., averaging about a 3 percent increase in both dollars and units for the first six months of the year over the first half of 1982. Best categories here were weeklies, women's magazines, and, surprisingly, men's sophisticates, he said.

As for the prognosis for the last half of the year, sales should be stronger than the first half, says Bill Cochran, vice president of the Austin News Agency, Austin, Texas. Dollar sales, which were up 10 percent in the first six months, registered particularly strongly in the computer and weekly field, although men's sophisticates fared poorly. He noted that sales are always stronger in the second half. And with strong economic news and continuing population growth, sales increases during the second half should be better than those in the first. Already, July and August sales had shown good growth, he added.

The second half should hold a 10 percent to 12 percent dollar sales increase over the last half of 1982, Turitz predicted. "We should see steady growth in the last six months," he stated.

ABC magazines with audited variations of 2 percent or more from publisher's statements, second quarter 1983

Magazine	**Audit period**	**Total paid publisher's statements**	**Total paid audit report**	**Difference**	**Percentage difference**
United States					
Americana	6/30/82	291,691	281,641	-10,050	-3.45%
Cheri	6/30/82	455,973	409,958	-46,015	-10.09
Cleveland Magazine	12/31/82	42,190	39,180	-3,010	-7.13
Cycle World	6/30/82	357,846	350,028	-7,818	-2.18
Dallas-Ft. Worth Home & Garden	12/31/81	47,251	45,765	-1,486	-3.14
Darkroom Photography	6/30/82	95,219	92,115	-3,104	-3.26
History News	12/31/82	8,366	8,072	-294	-3.51
Horse and Rider	12/31/82	99,529	95,926	-3,603	-3.62
**Inc.*	6/30/81	230,480	220,290	-10,190	-4.42
Modern Screen	12/31/82	71,296	67,639	-3,657	-5.13
Monthly Detroit	12/31/82	34,346	31,565	-2,781	-8.10
National Lampoon	6/30/82	503,907	470,100	-33,807	-6.71
National News	12/31/82	864,813	765,270	-99,543	-11.51
New Woman	12/31/81	1,304,222	1,215,171	-89,051	-6.83
Oui	12/31/81	753,726	731,166	-22,560	-2.99
Phoenix	12/31/82	30,096	26,644	-3,452	-11.47
Rider	6/30/82	132,100	127,044	-5,056	-3.83
St. Louis Business Journal	12/31/82	13,577	13,243	-334	-2.46
Spotlight (Formerly *TV Picture Life)*	12/31/82	64,426	61,205	-3,221	-5.00
Super Stock & Drag Illustrated	6/30/82	54,219	51,677	-2,542	-4.69
Time Latin America	12/31/81	125,544	121,311	-4,233	-3.37
TV & Movie Screen	12/31/82	85,388	83,395	-1,993	-2.33
Us	12/31/82	1,098,149	1,039,088	-59,061	-5.38
Teen Machine	12/31/82	95,512	100,063	+4,551	+4.76
Canada					
Renovation Bricolage	12/31/82	50,380	48,510	-1,870	-3.71%

*Corrected Audit

Source: Audit Bureau of Circulations, Inc.

the USPS has a limited training program for its employees, they contend. Magazines using optional endorsement have complained of poor delivery due to postal employees who are unfamiliar with processing.

If the proposed regulations are approved, the Postal Service plans to support the program with an employee training program, said Hill.

With more magazines using the endorsement line and support training from USPS, a standardized approach to handling this type of mail should evolve, said Moore.

Other areas of concern cited by GCA members include the following:

•Label processing time and costs will increase because of the time needed to add more information to labels. One member said it could increase list production time, in his case, by as much as 20 percent.

•Additional data on labels could present problems for renewal notices, said another member. The size of windows in envelopes may make optional endorsement impractical for some third class mail, because all the necessary information may not be visible through the windows, said one member.

•Despite the omission of the requirement for a blank line, some mailers may still be restricted from participating in the program, because of limitations of their equipment.

•If too much space on the face of the label is given over to the Postal Service, it could eventually interfere

(Continued on page 99)

24 magazines overstate 2nd quarter circulation

Chicago—Twenty-four magazines overestimated their circulations by 2 percent or more during the second quarter of 1983, according to an Audit Bureau of Circulations (ABC) report on circulation variations from publishers' statements and ABC audits conducted during that calendar quarter. Of the 23 U.S. publications included, three publications overestimated their circulations by 10 percent or more, and seven overestimated by 5 percent or more.

The quarterly reports are being released at the request of an advertising agency member, and are intended as a quick reference to assist media buyers, states the report.

The first report issued covered the second quarter of 1982 (*see* FOLIO: *April 1983, page 22*).

"This report is not intended to identify those magazines that exceeded or failed to meet a rate base or circulation guarantee," emphasizes the report.

Editors don't make good promotion writers, consultant says

New York City—"You wouldn't let a promotion writer write the first piece of editorial in a new magazine, would you?" asks Sandy Clark, president of Clark Direct Marketing Inc. "So don't let editors write the promotion piece in a direct mail effort for a new magazine, either," he suggests.

Editors make great writers of editorial copy, Clark continues, but they don't make good promotion writers, for a number of reasons. For one thing, editors tend to concentrate only on the editorial of the magazine, thinking that the reader makes a decision to subscribe solely on the basis of the quality of editorial copy. A promotion writer, on the other hand, may perceive other ways in which to persuade a potential reader to subscribe, he says.

"It's often editorial that gets a

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THE FIFTH ANNUAL RANKING OF THE MAGAZINE PUBLISHING INDUSTRY ☐ OCTOBER 1983

Editorial viewpoint

Ad clutter: the myth

By J.J. Hanson
President and editor in chief
FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT

Reaching, as it does, upwards of 25,000 advertising executives, this issue of The Folio 400 is, I think, an ideal environment in which to recall a recent conversation with one such executive.

"How are ad sales progressing on The 400, Joe?" he asked.

"Fantastic," I said, making no attempt to mask my pride and excitement. "We figure to double our sales over last year—and, moreover, we're doubling our editorial complement. The total folio will probably exceed 700 pages."

Instead of a congratulatory response, I got this instead: "Good heavens, how in the world is a reader supposed to wade through a book of that size?" Shaking his head sideways several times, he added critically, "Too big, Joe, simply too big."

His words were not a surprise. For several years, I've listened—not always patiently—to members of the advertising community decry the concept of clutter. My response has always been the same: "Don't confuse broadcast with print."

Like everyone else, I've often turned off my television set when a program I've been watching has been interrupted with commercial message after commercial message. And like everyone else, I've often regarded the regular programming as little more than filler material to flesh out an allotted time slot. No doubt about it, *that's* clutter, clearly and unmistakably so.

Just as clearly and unmistakably, an abundance of advertising in a publication—particularly a special interest one such as The 400—isn't clutter at all. On the contrary, it represents added value for the reader, all the more so when the editorial is also plentiful.

To put it concisely: Broadcast advertising is usually intrusive; print advertising is usually supportive. That's true in most publications, from those covering golf and tennis to those covering personal computers, travel, food, shelter and women's service.

Even with general interest publications—and with literary or political magazines—although the advertising content may not precisely supplement the editorial content, it is still not intrusive. Readers do not have to spend three or five minutes waiting for commercials to end—they only have to turn a page (while retaining the option to read, at their own pace, any advertisement that interests them).

At the risk of offending our editors, who have labored tirelessly to compile the editorial content of this giant issue, I'm totally convinced that the reader is no less interested in the advertising content; indeed, he benefits from it and appreciates it. As a magazine publisher told me the other day, "Our editors have every right to be proud of their articles, but our ad salespeople should be proud, too; after all, their ads get plenty of readership as well."

The truth is that big publications present big opportunities–and I'm happy to report that several of our advertisers have seized these opportunities in unusual ways. Although The 400 contains its share of smartly positioned single pages and spreads—all good investments—it also features some of the most dramatic promotional thrusts seen to date—in this publication or in any other.

There is no need to identify them here because every reader will know them when he sees them. And as he sees them, I hope his creative juices will be stirred—that he will think anew about his own advertising in whatever magazines it appears.

From this vantage point, The 400's unique ads are convincing evidence that magazines can and should be fertile soil for planting creative promotional seeds.

Of course, the creative challenge rests not solely on the shoulders of advertisers. Part of the responsibility for communicating the excitement of print—a large part—lies with magazine space sales representatives and their publishers. It's up to them to serve as idea factories for those they call on in the advertising field.

Maybe it's cockeyed optimism, but maybe, just maybe, if we all put our heads together, we can lay to rest the lingering myth concerning clutter in print and realize that *bigger can be better* in more ways than one—and for all concerned, especially for the final arbiter of our efforts: the reader.

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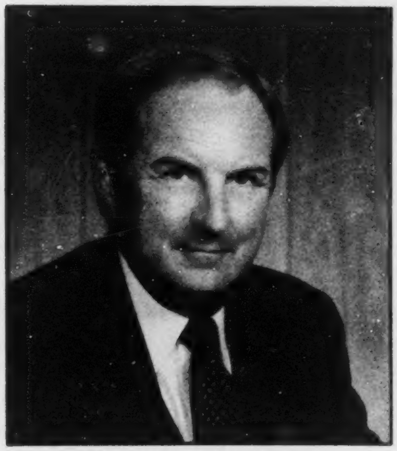
ABP ABC MPA

The best of times, the worst of times



By William F. Gorog
President
Magazine Publishers Association

The opening lines of Charles Dickens' *A Tale of Two Cities* were never more applicable to our business than in 1982:

> "It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us . . . ."

For the magazine publishing industry, it was both the best and worst of times. It was a serious recession year for the economy as a whole—the worst, in fact, in 50 years. But 1982 was also a record revenue year for the industry—a year in which advertising revenue was up 5 percent over that of 1981 for all magazines, and in which pages were off only 2.6 percent, for the second-highest total in history.

It was the worst of times for single-copy circulation per issue, which declined to its lowest point in eight years (an average of 85,373,291), and the best of times for total average circulation per issue—which reached 297,167,566.

Although several magazines folded in 1982, many more new titles were launched. For several magazines, 1982 was a year of "repositioning" to establish better positions in changing markets, or to gain footholds in entirely new markets.

Time's Man of the Year for 1982 was the computer, and in our business it was in many ways the year of the computer magazine: There are currently more than 70 computer publications on the market, and a new record for ad pages in a single magazine issue was set in June 1983 by *PC: The Independent Guide to IBM Personal Computers*, with 640 pages of advertising. Many magazines also embarked on their first venture in the area of cable TV programming.

It was also the year of Tulsa, which had its own research boom and precipitated studies as to what was really happening in television's fight for audience share: Research showed that network audience erosion was a verifiable phenomenon occurring in direct proportion to the availability of cable channels. To magazines, this was an opening wedge. If networks were losing audience to cable, then magazines could turn out to be advertising's means to reach the missing audience. The studies proved this to be true; magazine readership did not erode, but increased with cable availability.

Magazines and MPA itself seized this opportunity to reach advertisers with the message that magazines are the logical place to put dollars that might otherwise have gone into network exclusively. The reaction was a mixture of surprise at magazines' aggressive stance, and interest on the part of the large television advertisers. Obviously, the seed had already been planted, as several of the advertising giants and television mainstays (including Procter & Gamble and General Foods) substantially reduced their advertising investment in network.

1982 was also a tale of two cities: New York and Washington. In Washington, MPA is deeply involved in promoting legislation favorable to the magazine industry and in monitoring postal rate actions. We successfully opposed an amendment that, had it been adopted by Congress, would have permitted the Postal Service to impose temporary rate increases within 90 days instead of 10 months.

In New York, MPA is intimately concerned with furthering the advertising, research, circulation and editorial interests of magazines and in seeing that magazines gain the national recognition they deserve. One particular project that has seen great progress this year is the expanded participation of members in the private delivery of magazines, with an aim to present this as a feasible alternative to delivery by the U.S. Postal Service.

As a newcomer to the magazine industry, I believe I came in at the best of times—a time when economic recovery was just beginning and magazines were seeing clients becoming interested in print as an alternative to network TV. The first half of 1983 has reflected this favorable state of affairs, with a 5 percent increase in advertising pages over 1982 and a 10 percent increase in advertising revenue. June 1983 posted a 9 percent increase in ad pages and a 13 percent increase in ad revenue. Total advertising revenue for the first half of 1983, $1,827,778,319, is an all-time record for the industry.

The long-term picture is equally bright. Readers have demonstrated their interest in and commitment to magazines by their willingness to pay more for both subscriptions and single copies. And with more of their revenue coming from circulation, publishers have been able to hold down their advertising rate increases—in sharp contrast to the networks, where advertising rates have been heading up at the same time the audience has been shrinking.

Finally, the ability of our industry to edit and produce general interest and specialized publications for men, women, women who work outside the home, teenagers, businesspeople, sports fans; for people with special interests in the arts, sciences, fashion and the outdoors, ensures that 1983 will be a very good year for magazines—perhaps even the best of times.

Delivering on our promises

By Jay Walker
Publishing Director

One of the hard truths of the publishing business—or any business, for that matter—is that doing what you say is a whole lot more important than saying what you do.

For the better part of the past 12 months, we've been saying—to just about anyone and everyone in the media community who would listen—what we will do.

Unabashedly, we've described The FOLIO 400 as a sort of *Fortune 500* and Academy Awards presentation rolled into one. At other times, we'd explain that The 400 was the *de facto* report card of publishing performance. Those were simply for openers.

From there, we've gone on to position The 400 as the authoritative reference book of who's hot and who's not in the publishing business, the undisputed source book of performance and growth statistics. (One media executive went so far as to call us a one volume encyclopedia of publishing trends and analysis—a desert island delight.)

By no means finished, we've underscored how The FOLIO 400 molds the media community's image of a magazine. After reviewing 24 charts in a given market, a person's deeply entrenched beliefs (some would call them prejudices) are either contradicted or reinforced. And we were always quick to point out that the statistical authority of The 400 cut through the normal self-defense barriers that media executives erect to protect their sanity. We've emphasized that no matter how much you know about magazines, The 400 could both surprise you and change your mind about something—chances are, about a lot of things.

In one breath, we've called The 400 a reference tool—one filled with useful information including publication profiles, rate structures, and demographic and purchasing pattern data; in the next breath, we've said that our reference features are pure gravy, that The 400's greatest strength is to provide a multifaceted overview of a given market—a context in which to better understand and evaluate media decisions. For our advertisers, we've underscored that this was the right place at the right time to reshape critical perceptions—to use the opportunity to position themselves in some unique way while a media executive's mental model was being fine tuned.

If at times our enthusiastic descriptions of the powers of The 400 have engendered varying measures of disbelief, we aren't too surprised: Frankly, the excitement generated by our own beliefs has surprised even us.

Simply stated, the time for saying what we will do is gone, and the time for determining whether we did what we said has arrived.

This issue of The 400, all 716 pages of it, is in your hands—where it was intended to be, where it belongs. As a one person jury, your first impressions probably relate to our highly evident commercial success. But what is less evident on the surface is FOLIO's dramatic commitment of time and money—a commitment aimed at improving the quality of the editorial and its value to you, the reader. The dozens of improvements become apparent with use, but the highlights are worth pointing out.

- A front cover quick reference index lets you find where you want to go before you open the book. Simple, yet effective.
- We've redesigned the graphics to put more information on each page, while making the charts easier to read.
- We've more than doubled the amount of editorial information. Hundreds of new charts, tables and graphs are the direct result of over $300,000 in research expenditures.
- We've added significant new and useful information to the media profile of each publication in a market—information that is either hard to dig up elsewhere or that is unique to The 400 (*eg.*, the number of full-page and 6x advertisers, ad: edit ratios, even the percent of advertisers that use four color).
- We've even added our own fold-out poster in the form of a special users guide. The poster tears out of the study and explains all the elements and features. There's even a break for your fingers and paper clips with our new bookmark that keeps your place when you refer back and forth between the tables and one of the four indexes.

We know for certain that we've done our level best, maybe even a little bit better. Whether we've done well enough to deliver on our many promises, though, is for you and you alone to decide. Whether or not we are accomplished "sizzle sellers," doing what we say is a whole lot more important to us over the long haul than saying what we will do. What is critical is that, in our estimation, The 400 has a taste to match, even surpass, its sizzle. We wouldn't have it any other way.

The Folio:400

THE ANNUAL RANKING OF THE MAGAZINE INDUSTRY

Access Aids & Special Features

Indexes

(Red-edged pages)

A complete summary of every magazine's location in the red-edged sections of this year's FOLIO 400. To locate information about a particular magazine, turn to the magazine index first. The corporate index lists FOLIO 400 magazines by their parent corporation. The market indexes list magazines by market. The advertiser index provides a convenient listing of all advertisers in the issue. Pages 663-703.

Bookmark

Sponsored by U.S. News & World Report, the bookmark makes repeat references easier.

User's Guide

Sponsored by Wayne Green Publications, this fold-out instruction poster demonstrates how to get the most out of FOLIO 400 market analyses as a media planning aids. Page 275.

Fold-out tab dividers

Several sections contain tab dividers that fold out to permanently mark the section location for quick reference.

Editorial Commentary

Ad Clutter: The Myth

By J.J. Hanson

FOLIO's President and Editor in Chief re-examines advertising's most repeated clichés. Page 12.

Delivering on our promises

This year's 400: We've talked about it and made a lot of incredible promises about it. Now it's your turn to decide if we've delivered. We think we have. Page 22.

The Best of Times, The Worst of Times

by William Gorog

MPA president Gorog looks back at 1982 and offers some projections for the future of magazines. Page 18.

Competing in the Shifting Marketplace

By Thomas King

In the age of electronics, the success of the business press will depend on its traditional strength: editorial excellence. Page 524.

Industry Overview

Introduction

The introduction describes the rules and regulations governing the inclusion of publications in The FOLIO 400. All aspects of how performance figures are calculated are explained here. Special sidebars and charts describe the highlights of the study. Page 56.

The FOLIO 400 Table (Section 1)

This table ranks the 400 largest consumer and business publications by 1981 total revenue. For each magazine, 10 performance measures are shown, including all major revenue streams, revenue growth, circulation data, and advertising pages. Page 90.

Consumer Performance Tables
(Sections 2 - 7, 10 - 18, 28, 29, 33, 34)

rank consumer magazines by specific performance measures. Growth percentages are included, which reflect growth or decline of 1981 figures over those of 1980. Page 106.

Top 100 Consumer Magazines by Average Circulation 106
Top 100 Consumer Magazines by Average Subscription Copies Per Issue 110
Top 100 Consumer Magazines by Advertising Revenue 112
Top 100 Consumer Magazines by Advertising Pages 114
Top 50 Consumer Monthlies by Advertising Pages 116
Top 50 Consumer Monthlies by Advertising Revenue 116
Top 50 Consumer Magazines by Average Total Pages Per Copy 122
Top 50 Consumer Magazines by Average Advertising Pages Per Copy 122
Top 50 Consumer Magazines by Average Editorial Pages Per Copy 124
Top 50 Consumer Magazines by Average Subscription Price 124
Top 50 Consumer Monthlies by Total Revenue 126
Top 50 Consumer Magazines by Subscription Revenue 126
Top 50 Consumer Magazines by Average Advertising Revenue Per Copy 128
Top 50 Consumer Magazines by Average Circulation Revenue Per Copy 128
Top 100 Consumer Magazines by Annual Circulation 131
Top 100 Consumer Magazines by Average Newsstand Revenue 158
Top 100 Consumer Magazines by Annual Newsstand Copies Sold 160

Consumer Growth Tables
(Sections 20 - 26, 32)

track growth in 12 performance measures. Each section contains six tables that rank the 10 fastest growing magazines, both overall and within groups of magazines of comparable size. Each section measures growth in a different performance measure. Page 134.

Introduction to the Growth Tables 134
Fastest Growing Consumer Magazines by Total Revenue 136
Fastest Growing Consumer Magazines by Advertising Revenue 138
Fastest Growing Consumer Magazines by Average Circulation 139
Fastest Growing Consumer Magazines by Advertising Pages 140
Fastest Growing Consumer Magazines by Average Subscription Copies Per Issue 141
Fastest Growing Consumer Magazines by Subscription Revenue 142
Fastest Growing Consumer Magazines by Newsstand Revenue 145
Fastest Growing Consumer Magazines by Average Newsstand Copies Sold Per Issue 157

Consumer Market Summaries
(Section 35)

rank overall market performance and growth. Page 162.

Consumer Newcomers
(Section 27)

are consumer magazines that qualified (in terms of total revenue) for this study for the first time this year. In this section, they are ranked by 10 performance measures. Page 192.

Consumer Net Change Tables
(Sections 8, 9, 27, 30, 31)

rank consumer magazines by growth in units measured (newsstand copies sold, for example) as opposed to percentage growth. Page 121.

Top 50 Consumer Magazines by Net Gain in Advertising Pages '81/'82 121
Top 50 Consumer Magazines by Net Gain in Advertising Revenue '81/'82 121
Top 100 Consumer Magazines by Net Change in Newsstand Circulation '81/'82 146
Top 50 Consumer Magazines by Net Change in Circulation '81/'82 152
Top 50 Consumer Magazines by Net Change in Subscription Circulation '81/'82 152

FOLIO 400 Consumer Magazines (continued)

Consumer Magazine Markets (Sections 32 - 63)

are analyzed for performance and growth in revenues and circulation measures. Media listings at the bottom of the rankings include relevant information on each magazine in the market. A market performance summary at the top of the rankings summarizes the market's performance as a whole. Markets were defined by editorial focus (e.g., Culinary), or by media planning factors (e.g., Youth or Affluence). Market analyses appear in alphabetical order by a commonly used descriptive name. To find the market in which a specific magazine appears, consult the index. Page 197.

Affluence....197
Automotive....218
Black Ethnic....226
Bridal....230
Business: General....234
Business: Professional Services....252
City & Regional....254
Computers: Home & Personal....264
Culinary....296
Financial....300
General Interest: Humanities & The World....304
General Interest: Literature & Commentary....306
Health & Fitness....310
Home Service....314
Inflight....338
Lifestyle: Self-sufficiency....342
Maturity....344
Men's Entertainment....348
Men's Lifestyle....354
Men's Service....367
Newsmagazines....375
Outdoor....380
Personal Finance & Life Management....386
Science....388
Sports....401
Sunday Syndicated....415
Travel....420
Weeklies....426
Women's Fashion....442
Women's Lifestyle....450
Women's Service....480
Women's Special Interest....494
Youth....498

Advertising Networks

21 advertising networks are described in this section. Network magazines are listed and advertising combinations are described. Page 504.

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Introduction

The introduction outlines the performance highlights of the business publications in the study. Page 525.

Business Magazine Performance Tables (Sections 71 - 78)

rank all business magazines by specific performance measures. Page 536.

Top 100 Business Magazines by Advertising Pages....536
Top 100 Business Magazines by Total Revenue....538
Top 50 Business Magazines by Advertising Revenue....540
Top 50 Business Magazines by Average Circulation....540
Top 50 Business Magazines by Advertising Revenue Per Copy....541
Top 50 Business Magazines by Average Advertising Pages Per Copy....541
Top 50 Business Magazines by Average Subscription Circulation....546
Top 50 Business Magazines by Subscription Revenue.546
Top 50 Business Magazines by Average Total Pages Per Copy....547
Top 50 Business Magazines by Average Editorial Pages Per Copy....547
Top 100 Consumer Magazines by Average Retailer Profit Per Copy....148
Top 100 Consumer Magazines by Average Newsstand Copies Sold Per Issue....150

Business Newcomers (Section 91)

are business magazines that qualified (in terms of total revenue) for this study for the first time this year. In this section, newcomers are ranked by 12 performance measures. Page 549.

Business Magazine Growth Tables (Sections 79 - 84)

track growth in 12 performance measures. Pages 543-545.

Fastest Growing Business Magazines by Advertising Pages 543
Fastest Growing Business Magazines by Advertising Revenue 543
Fastest Growing Business Magazines by Total Revenue 544
Fastest Growing Business Magazines by Average Circulation 544
Fastest Growing Business Magazines by Average Subscription Circulation 545
Fastest Growing Business Magazines by Subscription Revenue 545

Business Magazine Net Change Tables (Sections 77, 78, 89, 90)

rank business magazines by growth in units measured (ad pages gained, for example) as opposed to percentage change. Page 542.

Top 50 Business Magazines by Net Change in Advertising Pages '81/'82 542
Top 50 Business Magazines by Net Change in Advertising Revenue '81/'82 542
Top 50 Business Magazines by Net Change in Average Circulation '81/'82 548
Top 50 Business Magazines by Net Change in Average Number of Subscriptions '81/'82 548

Business Magazine Markets (Sections 92 - 113)

analyze the growth and performance of FOLIO 400 business magazines in the 23 major business magazine markets. Each market section includes performance and growth rankings of the market members as well as listings of relevant descriptive information on each magazine. Overviews at the beginning of each section rank the market's performance and growth as a whole. Markets were defined based on groups of advertisers served. Market analyses appear in alphabetical order by commonly used descriptive names. To find the market of a specific magazine, consult the index. Pages 550-641.

Aviation 550
Apparel 552
Architecture 559
Automotive (Business) 562
Chemical Process Industry 564
Communications 570
Computers & Computer Peripherals 576
Construction & Heavy Equipment 590
Education 592
Electronics 595
Foodservice 602
Grocery 608
Housing 612
Marketing 614
Medical 620
Metals 622
New Industrial Products 626
Nursing 630
Petroleum 634
Plant Operation & Engineering 637
Product Design Engineering 638
Research & Development 640
Magazine Index 663
Corporate Index 696
Market Index 699
Advertiser's Index 703

Index Section

Magazine Index

Each magazine in The FOLIO 400 is indexed here. Index listings describe every table in the study in which a publication is cited, along with the section number for each citation and, where appropriate, the magazine's rank on each table. Page 663.

Market Index

This index lists all the markets analyzed in the study. The magazines included in each market analysis are listed under the market name. Page 699.

Corporate Index

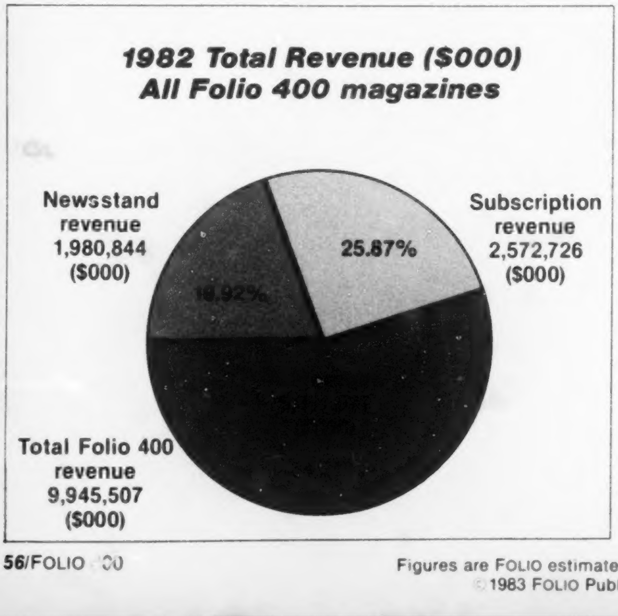
Corporations that have one or more magazines in The FOLIO 400 are listed in this index. All of each corporation's FOLIO 400 magazines are listed under the corporation name. Other magazines owned by these corporations which did not qualify for The FOLIO 400 are *not* listed. Page 696.

The Folio: 400

THE ANNUAL RANKING OF THE MAGAZINE INDUSTRY

What is The FOLIO 400? The FOLIO 400 is an industry-wide study of consumer- and trade-publication performance and growth during the calendar year 1982. Although performance can be judged by many factors, The FOLIO 400 concentrates on a publication's three major revenue streams: advertising, subscription and newsstand. Factors such as ad pages, editorial pages, and revenue per copy are also ranked and analyzed. Net change and growth measurements track yearly shifts in performance.

Why is The FOLIO 400 unique? The FOLIO 400 is unique for many reasons. It is the only comprehensive study of magazine industry performance. It is the only study of its type designed specifically to give media planners and analysts a multi-faceted approach to understanding magazines and their markets. The study is also unique in the amount of growth and trend information it provides. Some of the measures, such as circulation revenues and per copy revenues, can be found in no other studies. Also, The FOLIO 400 is the only study in which other available research studies are listed for each market.


1982 Total Revenue ($000)
All Folio 400 magazines

Where does The FOLIO 400 fit in the media planning process? If media planning were compared to a triangle, syndicated research would be on one side, rate information on another side, and The FOLIO 400 on the third side. Performance information about magazines and markets, trend information, and competitive media facts are all contained in the study. The 400 provides both an interesting overview and the nitty-gritty data of marketplace performance.

What is new in this year's FOLIO 400? Major improvements this year include

•Complete performance and growth ranking of every market by up to 28 measures, and 50 percent more tables than last year's market analyses.

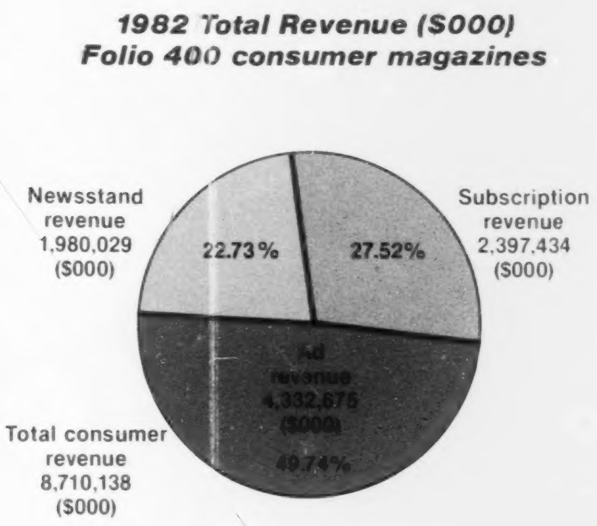
•Improved media listings in each market analysis that give descriptive information for each magazine, as well as key contacts, available research, rankings of top advertising and editorial categories, and demographic and rate information.

•New rankings and tables showing top magazines in 'per

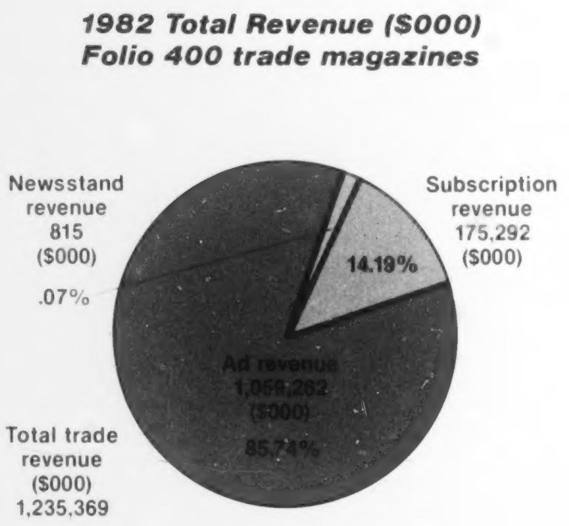
Magazines with total revenue growth of $10 million or more

Magazine Name	$ Growth
1. National Enquirer	67,637
2. TV Guide	48,356
3. Time	36,702
4. People	36,658
5. Reader's Digest	26,533
6. Good Housekeeping	18,069
7. Sports Illustrated	16,314
8. Family Circle	15,737
9. Money	15,036
10. Parade	14,949
11. The Star	12,951
12. National Examiner	12,769
13. Forbes	12,620
14. New Woman	11,324
15. Southern Living	10,760
16. Penthouse	10,382

Figures are FOLIO estimates for the calendar year 1982.



1982 Total Revenue ($000)
Folio 400 consumer magazines



1982 Total Revenue ($000)
Folio 400 trade magazines

Average price paid per page of advertising for consumer magazines, 1982

(1982 Ad Revenue ÷ Ad Pages)	Price/Page	Pages Sold
1. Parade	197,558	796
2. Family Weekly	114,470	886
3. National Geographic	97,887	238
4. Time	97,531	2,629
5. Reader's Digest	95,938	1,093
6. Better Homes & Gardens	73,472	1,365
7. Newsweek	68,236	2,863
8. TV Guide	66,779	3,616
9. Family Circle	62,801	1,691
10. Sports Illustrated	62,218	2,618
11. Playboy	61,954	1,227
12. Woman's Day	60,689	1,465
13. McCall's Magazine	58,880	1,053
14. Good Housekeeping	54,821	2,015
15. Modern Maturity	50,974	192
16. U.S. News & World Report	48,145	1,741
17. Ladies' Home Journal	47,312	917
18. People	44,665	3,567
19. Redbook	42,989	1,049
20. Life	37,188	623

Average price paid per page of advertising for business magazines, 1982

(1982 Ad Revenue ÷ Ad Pages)	Price/Page	Pages Sold
1. Farm Journal	31,389	773
2. Successful Farming	19,025	755
3. Progressive Farmer	18,351	753
4. Industry Week	10,865	1,270
5. American Medical News	9,620	666
6. Instructor	8,416	769
7. Hoard's Dairyman	8,014	902
8. Nursing '82	7,477	915
9. Progressive Grocer	7,368	975
10. Supermarket News	6,734	1,211
11. Professional Builder	6,534	870
12. Bus. & Comm. Aviation	6,533	1,072
13. The Farmer	6,177	1,190
14. ABA Journal	5,960	544
15. Prairie Farmer	5,960	1,443
16. Restaurants & Institutions	5,913	3,011
17. Datamation	5,893	2,066
18. Meetings & Conventions	5,767	1,733
19. AOPA Pilot	5,680	557
20. Computerworld	5,680	5,023

copy' performance (e.g., "Ad Revenue Per Copy") and in net change by various measures (e.g., "Net Change Ad Revenue, 1981 vs. 1982").

What are the criteria for inclusion? The magazines in The FOLIO 400 were selected on the basis of 1982 total revenue. The minimum 1982 total revenue required for inclusion in the study was approximately $3.6 million. A magazine with one million circulation, for example, would be excluded from the study if it did not have the minimum total revenue required. Additionally, each publication had to fulfill the study's definition of a magazine.

How was the term 'magazine' defined for the purposes of The FOLIO 400? For the purposes of this study, a magazine was broadly defined as any U.S. publication published at least four times per year that is not a consumer newspaper. This definition allowed such publications as *Barron's*, *The New York Times Sunday Magazine*, and *Rolling Stone* to be included. Also, any trade publication listed in *Business Stan-*

Figures are FOLIO estimates for the calendar year 1982.

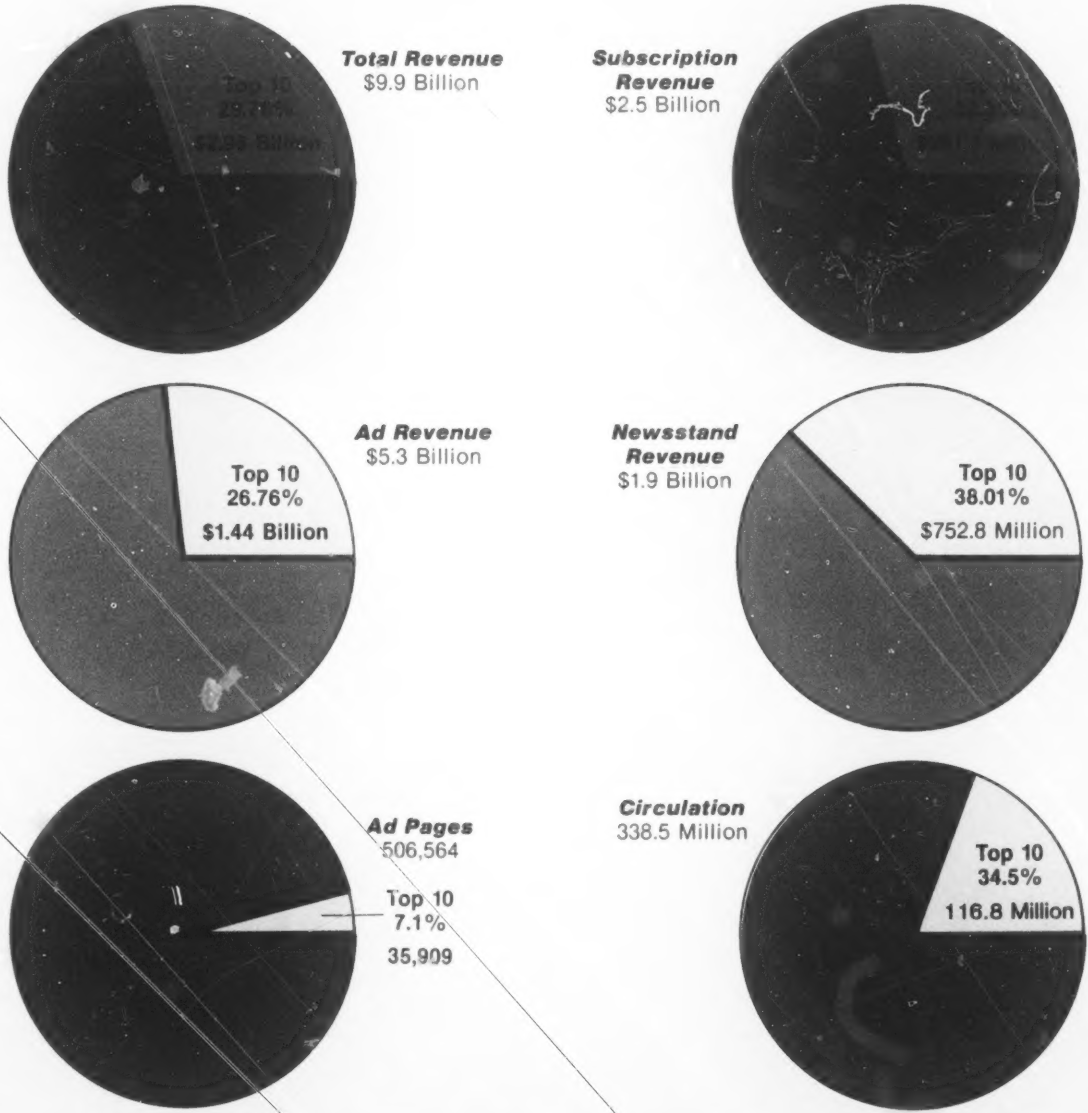
dard Rate & Data was considered eligible, even if it was printed in 'newspaper' format.

How is The FOLIO 400 organized? The FOLIO 400 is divided into 113 sections, each composed of one or more tables that share a common element. Section numbers appear in the colored border strip on the outer edge of each editorial page. In addition to the numbered sections, there are four indexes in the back of the study (these pages have a red edge).

What is the order of the sections? The FOLIO 400 is composed of five large blocks of information: The main table (The FOLIO 400), the consumer magazine tables, the network listings, the trade magazine tables, and the indexes. Within the consumer and trade magazine blocks, overall rankings are listed first, followed by growth rankings and then by market analyses. The market analyses are in alphabetical order by name of market. For a complete description of each section, consult the table of contents.

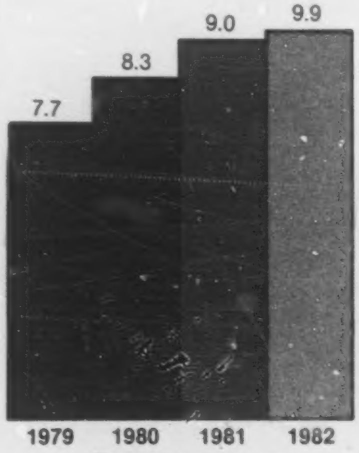
How do I find information about a specific magazine? Turn to the magazine index. This index lists every place a magazine appears in the study, and gives the section numbers where it can be found.

Concentration: The 10 largest magazines in each category as a percentage of all Folio 400 magazines

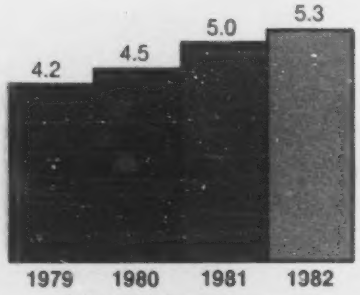


Figures are FOLIO estimates for the calendar year 1982.

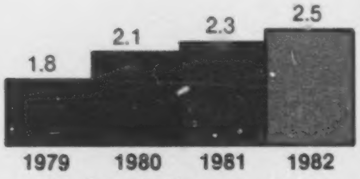
Four year performance summary of all Folio 400 magazines



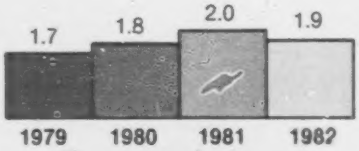
Total revenue
($ Billion)



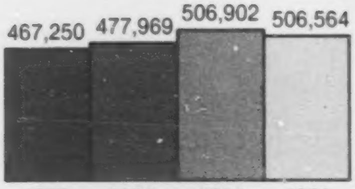
Advertising revenue
($ Billion)



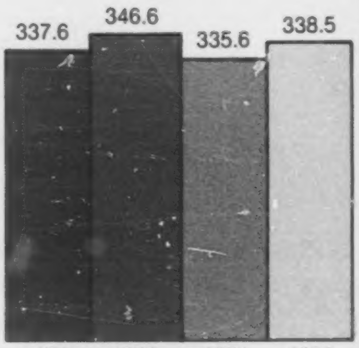
Subscription revenue
($ Billion)



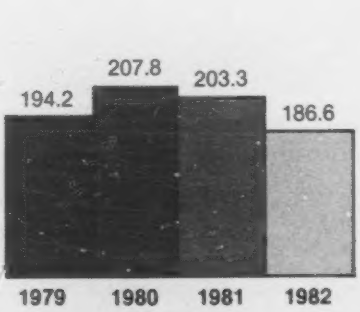
Newsstand revenue
($ Billion)



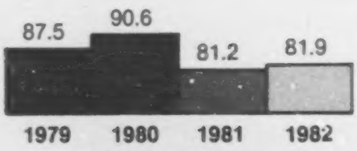
Advertising pages



Average circulation
(Millions)



Average subscription copies per issue
(Millions)



Average no. newsstand copies sold per issue
(Millions)

Figures are FOLIO estimates for the calendar year 1982.

Distribution of Folio 400 magazines by ad pages per copy

	All	Consumer	Business
Over 300 pgs./copy	1	1	—
200 - 300 pgs./copy	7	5	2
100 - 200 pgs./copy	97	38	59
75 - 100 pgs./copy	53	32	21
50 - 75 pgs./copy	80	52	28
25 - 50 pgs./copy	105	81	24
Less than 25 pgs./copy	38	30	8
No advertising or not estimated	19	13	6
	400	252	148

Distribution of Folio 400 magazines by editorial pages per copy

	All	Consumer	Business
Over 200 pages/copy	2	2	—
100 - 200 pages/copy	56	35	21
50 - 100 pages/copy	164	112	52
25 - 50 pages/copy	86	68	18
Less than 25 pages/copy	11	6	5
Not estimated	81	29	52
	400	252	148

Distribution of Folio 400 magazines by total revenue

	All	Consumer	Business
Over $500 million	1	1	—
$250 - $500 million	4	4	—
$100 - $250 million	16	16	—
$ 50 - $100 million	14	14	—
$ 25 - $50 million	39	36	3
$ 10 - $25 million	116	83	33
$ 5 - $10 million	132	62	70
Less than $5 million	78	36	42
	400	252	148

Distribution of Folio 400 magazines by advertising revenue

	All	Consumer	Business
Over $250 million	1	1	—
$100 - $250 million	11	11	—
$ 50 - $100 million	9	9	—
$ 25 - $50 million	14	12	2
$ 10 - $25 million	74	50	24
$ 5 - $10 million	113	48	65
Less than $5 million	178	121	57
	400	252	148

Distribution of Folio 400 magazines by advertising revenue per copy

	All	Consumer	Business
$10 - $20/copy	15	1	14
$5 - $10/copy	36	3	33
$4 - $5/copy	26	8	18
$3 - $4/copy	37	13	24
$2 - $3/copy	38	17	21
$1 - $2/copy	97	75	22
50¢ - $1/copy	63	55	8
25¢ - 50¢/copy	33	32	1
Less than 25¢/copy	31	30	1
No advertising or not estimated	24	18	6
	400	252	148

Distribution of Folio 400 magazines by circulation revenue per copy

	All	Consumer	Business
$4 - $5/copy	2	2	—
$3 - $4/copy	13	12	1
$2 - $3 per copy	24	20	4
$1 - $2/copy	124	105	19
50¢ - $1/copy	109	85	24
25¢ - 50¢/copy	37	16	21
Less than 25¢/copy	21	4	17
Not estimated	70	8	62
	400	252	148

How do I find information about a specific market? Look up the market name (alphabetically) in the trade or consumer section, or consult the table of contents or the market index (which lists each market and its component magazines).

Does The FOLIO 400 contain information about corporate performance? Yes, although it is more limited than information on individual magazines. There is a corporate index listing every corporation that had at least one magazine in The FOLIO 400. This index lists each corporation's FOLIO 400 magazines. A ranking of major publishing corporations also appears elsewhere in this issue.

Distribution of Folio 400 magazines by average circulation

	All	Consumer	Business
Over 20 million	1	1	—
10 - 20 million	4	4	—
5 - 10 million	8	8	—
1 - 5 million	62	61	1
500,000 - 1 million	63	59	4
250,000 - 500,000	67	57	10
100,000 - 250,000	106	52	54
Less than 100,000	89	10	79
	400	252	148

Distribution of Folio 400 magazines by newsstand circulation

	Consumer
5 - 10 million	3
1 - 5 million	10
500,000 - 1 million	15
250,000 - 500,000	27
100,000 - 250,000	30
50,000 - 100,000	42
Less than 50,000	75
No newsstand	50
	252

Distribution of Folio 400 magazines by subscription circulation

	All	Consumer	Business
5 - 10 million	2	2	—
1 - 5 million	43	43	—
500,000 - 1 million	50	45	5
250,000 - 500,000	63	57	6
100,000 - 250,000	70	51	19
50,000 - 100,000	32	18	14
Less than 50,000	66	24	42
No subscriptions	74	12	62
	400	252	148

Will a publication that does not appear in the main FOLIO 400 table appear in other parts of the study? No. This is a study of only the 400 largest magazines as determined by gross revenue. If a publication is not listed in the main table, it will not be found anywhere else, even if it seems that it should qualify for a specific table. For example, a magazine that is not in The 400 but carries 5,000 ad pages would not appear on the ad pages ranking table, because its total (advertising plus circulation) revenue was not large enough to qualify it for The FOLIO 400 main table.

Are trade and consumer publications always analyzed separately? Yes, with one exception—the study's main table. Because the purpose of the main table is to give an overview of the entire industry, it ranks the 400 largest magazines by gross revenue without distinguishing consumer from trade publications.

Can a publication be both a trade and a consumer magazine? This occurs in a few rare instances. The general distinction is that a trade publication is primarily received at a place of work, and has its primary rate listing in *Business Standard Rate & Data*. Consumer publications are primarily received at home.

Why were 400 magazines included, rather than 500 or 1,000? Although FOLIO calculated revenue volume on almost 1,000 magazines, distortions in the ranking of the smaller publications were so significant that ranking was unreliable for those magazines. Four hundred was the logical cutoff point at which the rankings remained statistically reliable.

What is the significance of revenue measures? The FOLIO 400 was devised as a means to measure the market activity of publications. Market activity is determined by the amount of dollars spent by two groups: consumers who purchase publications, and companies that advertise in them.

It is important to note that these figures are not measures of a publication's profit. For example, a magazine that sells one million copies on the newsstand at $2 each generates $2 million in market activity. However, the publisher will net much less than this after paying the retailer, wholesaler and national distributor. The FOLIO 400 measures the $2 million of market activity (gross), and not the figure that the publisher actually receives.

The same concept applies to ad revenues, which are measured at gross levels even though agencies routinely deduct 15 percent from billings as their commission.

For the purpose of this study, total revenue is defined as the sum of gross ad revenue and gross circulation revenue.

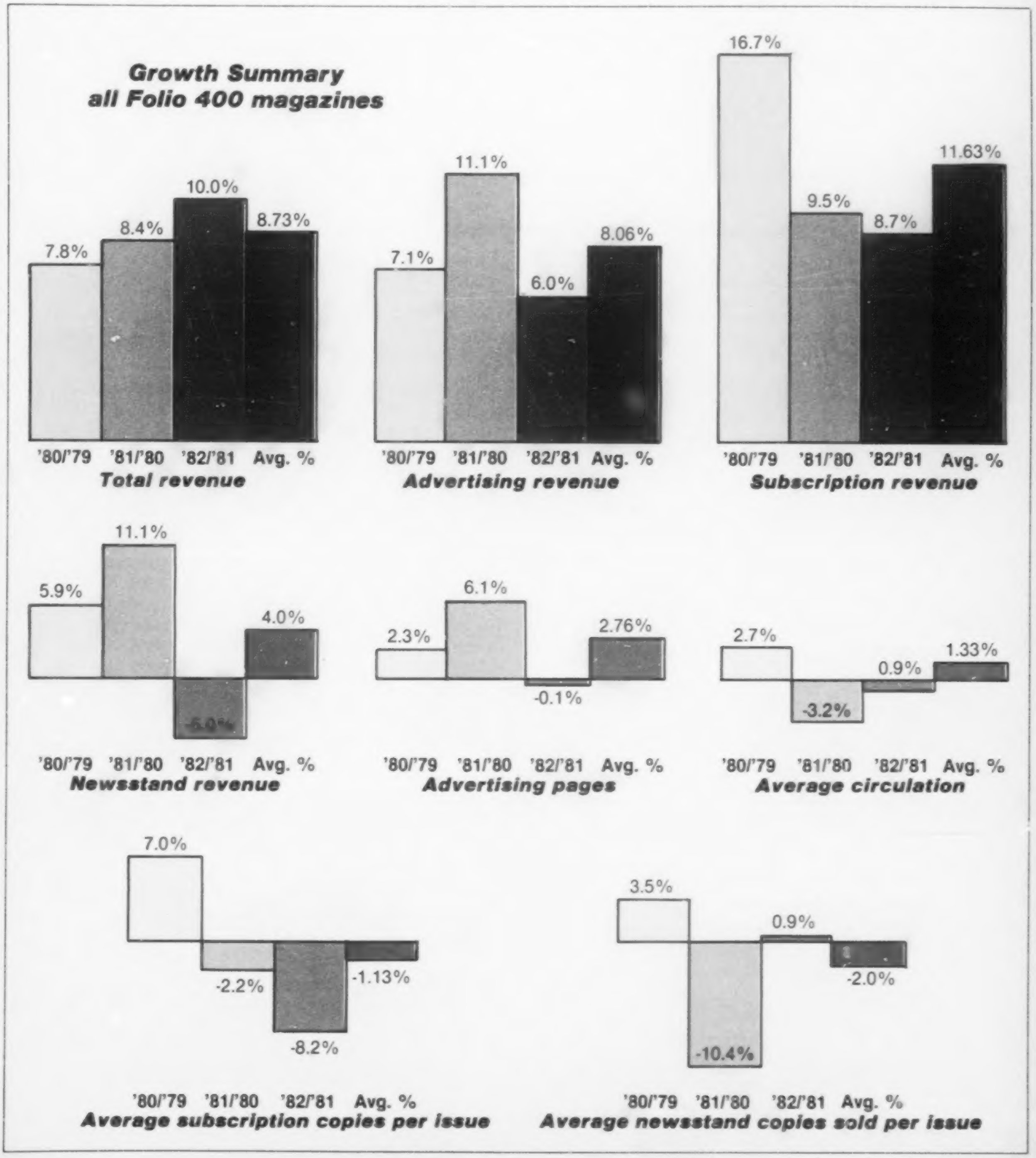
Is there any magazine market activity that is not measured by The FOLIO 400? Yes. Magazine publishers engage in a wide variety of ancillary income-producing activities. Trade shows, book clubs, list sales and postcard decks are just a few of these activities. The FOLIO 400 does not measure any revenue from sources other than circulation or advertising.

How are The FOLIO 400 figures calculated? Each published figure is the result of two independent sets of calculations. One set is derived from base performance figures supplied by publishers. The other set is derived by running base figures from FOLIO's database of magazine publishing through a customized computer program designed to estimate performance. This program uses known quantities such as advertising pages, published ad rates, and audit statements. Using computers, researchers then compare one set of figures with the other and the final numbers are developed. *All final published figures are* FOLIO *estimates.*

In ad page counts, how are different page sizes accounted for? FOLIO counts a page as a page, regardless of size. Thus, a digest-size page in *TV Guide* is counted the same as a page in a tabloid such as *Advertising Age.*

Are inserts and classified advertising counted? Yes. They are counted on a page-for-page basis. Adjustments were made in ad revenue estimates to reflect the fact that inserts run at substantially reduced rates.

How does The FOLIO 400 measure regional editions or split runs? For the purpose of calculating ad pages, these special


Growth Summary all Folio 400 magazines

Figures are FOLIO estimates for the calendar year 1982.

Gainers Vs. Losers in The Folio 400 as measured by change

	Total Revenue	Ad Revenue	Circulation	Subs	Newsstand	Ad Pages
Losers	72	72	128	122	103	176
Gainers	275	263	226	174	100	155
Unchanged or no estimate	53	65	46	104	197	69

Same chart adjusted for a 6.1% 1982 inflation rate

	Total Revenue	Ad Revenue
Lost (after inflation)	129	130
Gained (after inflation)	218	205
Unchanged or no estimate	53	65

editions were counted on a pro-rata basis, using the percentage of circulation covered as the key factor.

A magazine may sell subscriptions at many different prices during the year. How is subscription income calculated? By using audit statements, it is possible to determine the percentage of subscriptions sold at basic rates and the percentage of those sold below basic rates. Furthermore, all the various below basic rates are shown on the audit statement. Using these figures, Folio can very closely estimate *the market activity of subscriptions delivered during the year*. For non-audited publications, Folio relies on postal and publisher-supplied information.

How do two- and three-year subscription sales affect measured subscription revenues for 1982? Since The Folio 400 measures the value of only those copies delivered to subscribers during calendar year 1982, it does not recognize nor does it include any prepaid revenues that a publisher may receive for multi-year subs. In accounting terms, The Folio 400 used an accrual rather than a cash-basis system.

Are special issues sold for higher prices taken into account? Yes. Special issues are accounted for in the calculations.

How is subscription revenue measured for a publication supported by association dues? Most association publications clearly state the allocation of dues set aside for the publication, even though members may not have a choice as to whether or not they must pay for the magazine. For The 400, we count these allocations as paid subscription revenue. Two examples of this type of magazine are *Chemical & Engineering News* and *Modern Maturity* (published by the AARP).

How is foreign circulation counted in The Folio 400? Foreign circulation is counted only when the publication sent abroad is editorially the same as the publication that appears in the United States. Thus, foreign editions of *Time* or *Newsweek* are not counted, because they have distinctly different editorial; but the copies of *Datamation* sent to foreign subscribers are counted.

Are non-U.S. publications included in The Folio 400? No. To be included in The Folio 400, a publication must have 51 percent of its circulation in the United States. Publications need not be published in English, however, so a Spanish-language publication with primarily U.S. circulation would be eligible.

Is a publication that was launched in 1982 eligible for The Folio 400? Yes. As long as it generated enough revenue during the calendar year to qualify.

If a publication folded or was merged into another publication during 1982, was it included in The Folio 400? No. Publications that folded during the measured year were excluded, but publications that folded during 1983 were included, even though we may have known that they had folded before the study went to press. If a magazine was in business through 1982 and met the other basic criteria, it was eligible for the study.

Why is there a lag of nine months between the end of the year measured and the time The Folio 400 is published? Computing The Folio 400 circulation figures requires a complete set of final audit statements. ABC and BPA statements are not available until June following the year measured. The Folio 400 is completed in 45 days after the final audit information is received. Many comprehensive market studies are published with at least a year's lag time.

Is every publication assigned to at least one market? No. Several publications were not assigned to a market analysis, although this rarely occurred with large magazines. Many markets contained one or two magazines large enough to qualify for The 400, but an analysis would have been misleading since there were many smaller, yet significant magazines that would have been excluded.

Can a publication appear in more than one market? Yes. A publication can appear in two analyses if it logically qualifies for both. *Time*, for example, is in the Newsmagazine market and the Weeklies market.

How are the members of a market selected? A market is defined based on one of two criteria: 1) a common reader/editorial interest, or 2) a common advertiser interest. Many markets meet both criteria even though one criterion is sufficient to create a market. An example of a market defined by a common advertiser interest would be the weeklies market, which exists only from the viewpoint of the advertiser seeking publications with broad reach and high frequency. These publications may have nothing in common editorially, yet

Top 20 consumer magazines by average advertising revenue per issue
(1982 ad rev. ÷ frequency)

	Ad rev. Issue ($)	Frequency
1. Good Housekeeping	9,205,417	12
2. Reader's Digest	8,738,333	12
3. Better Homes & Gdns.	8,357,417	12
4. Playboy	6,334,833	12
5. Family Circle	6,246,882	17
6. Woman's Day	5,927,267	15
7. Cosmopolitan	5,634,583	12
8. McCall's Magazine	5,166,750	12
9. Time	4,930,962	52
10. TV Guide	4,643,712	52
11. Glamour	3,909,750	12
12. Vogue	3,762,833	12
13. Redbook	3,757,917	12
14. Newsweek	3,756,904	52
15. Ladies' Home Jrnl.	3,615,417	12
16. Southern Living	3,438,167	12
17. People	3,123,902	51
18. Sports Illustrated	3,073,340	53
19. Parade	3,024,154	52
20. Sunset	2,937,083	12

Top 20 consumer magazines by 1982 average subscription price
(Subscription rev. ÷ No. subscribers)

Magazine Name	Average Sub. price	No. of Subs.
1. Barron's	52.30	169,078
2. Club International	42.89	1,702
3. Frequent Flyer	37.00	259,978
4. People	35.77	691,816
5. Time	34.71	4,229,589
6. Architectural Digest	34.35	436,279
7. Sports Illustrated	32.76	2,311,227
8. Hustler	31.69	25,147
9. Business Week	31.02	785,453
10. Jet	30.91	495,056
11. Forbes	30.42	682,541
12. Crain's Chicago Busn.	30.00	31,968
13. Cheri	29.95	3,172
14. Chic	29.10	3,814
15. Fortune	28.47	648,942
16. Newsweek	27.34	2,791,551
17. Harvard Busn. Rev.	27.00	230.321
18. Sporting News	26.94	421,873
19. Geo	26.80	185,981
20. Soldier of Fortune	25.77	39,969

advertisers compare them competitively.

Is it possible for two publications to be in the same market, and yet not compete in any direct way? Yes. This is especially true when publications in the same market address different segments of that market. *Car & Driver* and *Popular Hot Rodding* in the automotive market are good examples. Many markets are defined broadly, though the user can reconstruct and redefine markets to suit any need.

Why are the new 'net change' measures valuable? The net change figures show growth in terms of actual change in units (copies sold, for example) as opposed to showing growth as a percentage change. Percentage figures alone can be misleading as growth indicators. Net change figures, considered together with percentage figures, provide a more complete, less distorted picture of real growth.

What are the new 'per copy' measures? This year, The FOLIO 400 includes per copy measures that make it easy to compare the *performance* of any two magazines—regardless of their size difference. This common denominator, a single copy of the magazine, makes such a comparison possible.

How can 'per copy' measures be used? Ad pages per copy, total pages per copy and editorial pages per copy are all extremely useful in understanding a magazine as a media environment. Circulation revenue per copy is a true weighted measure of just how much money the reader is spending for his copy, while ad dollars per copy shows the total advertising value in each single issue.

It is often difficult and misleading to compare two magazines that have markedly different circulation sizes. The difficulty is similar to that which develops when you try to compare two magazines' effective ad costs based on their ad page rates. (If one book sells an ad page for $7,000 and a much larger book charges $25,000, which is the better value?)

To make rate comparisons meaningful, media planners use the common denominator of cost per thousand (CPM), which enables them to judge all magazines on an equal basis. The per copy revenues provide an ideal way to compare the dollar performance of two publications of different sizes by their smallest common denominator—the primary reader. (For purposes of the study, a primary reader is defined as the newsstand or subscription purchaser of a magazine, or the initial recipient in the case of controlled circulation publications.) By looking at per copy instead of gross revenues, one can accurately compare the performance of two publications $100 million apart.

What does a 'per copy' revenue signify? Per copy revenue is the consensus of the marketplace from the point of view of either the advertising community or the reader/buyers. A high total revenue is usually the result of a high ad revenue per copy. A high ad revenue per copy indicates that a large amount of ad dollars is spent in reaching a select group of readers. High ad revenue per copy is a signal of advertiser activity and points to a readership highly sought after by advertisers.

Is revenue 'per copy' the same as CPM? No. CPM is a cost measure based on the rates and the circulation. Revenue per copy is a measure of performance that has little correlation with cost. The only relationship is that publications with high CPMs usually have a very specialized and valuable audience, something that a high ad revenue per copy might confirm.

Figures are FOLIO estimates for the calendar year 1982.

Corporations ranked by 1982 combined revenue of their Folio 400 magazines

No. Mags In Study	Corporation Name	Est. 1982 Total Rev. ($000)	No. Mags In Study	Corporation Name	Total Rev. ($000)
7	Time, Inc.	1,193,179	2	McCall Publishing Co.	135,177
2	Triangle Comunications	705,770	5	Times Mirror Magazines	127,625
14	Hearst Corporation	595,415	10	Petersen Publishing Co.	111,608
10	CBS Publications	409,368	8	Fairchild Business Publ.	108,030
19	McGraw-Hill Publications	328,169	4	Knapp Communications	95,845
7	Conde Nast Publications	318,558	1	Forbes, Inc.	86,843
4	New York Times Co.	313,190	9	Cahners Publications	86,263
1	Washington Post Company	288,926	5	Rodale Press	84,451
4	Meredith Corporation	213,668	8	ABC Publications	78,373
3	Penthouse International	211,012	1	New Yorker Magazine, Inc.	69,743
13	Ziff-Davis Publications	209,642	7	Dun & Bradstreet	
1	National Enquirer, Inc.	197,823		(including Technical Publ.)	61,897
2	Playboy Enterprises, Inc.	197,526	6	Penton IPC	54,613
2	National Geographic Society	179,731	2	Macfadden Holdings, Inc.	53,775
1	Parade Publications, Inc.	157,256	6	Crain Communications	51,507
2	News Group Publications	146,815	2	American Express	45,593
1	U.S. News & World Report	140,865			

Important note: In many cases, the corporations listed own additional magazines that did not qualify (in terms of 1982 total revenue) for The FOLIO 400. Revenue figures in this chart are from only those magazines that qualified for this year's FOLIO 400.

Time Inc.: $1.19 billion in 7 magazines

Magazine Name	Folio 400 Rank	Total Revenue	% Chg. Tot. Rev.	Net Change Total Revenue
Time	2	$ 425,096,000	6.7	$ 36,702,000
People	5	288,004,000	14.4	36,822,000
Sports Illustrated	6	246,168,000	7.1	16,314,000
Fortune	23	96,684,000	7.4	6,681,000
Money	31	56,140,000	36.6	15,036,000
Life	33	54,350,000	4.6	2,413,000
Discover	68	26,737,000	48.6	8,741,000
		$1,193,179,000		$122,709,000

Hearst Corporation: $595 million in 14 magazines

Magazine Name	Folio 400 Rank	Total Revenue	% Chg. Tot. Rev.	Net Change Total Revenue
Good Housekeeping	10	$184,452,000	10.9	$18,069,000
Cosmopolitan	18	127,564,000	5.1	5,981,000
Redbook	25	86,106,000	-7.9	-7,356,000
Popular Mechanics	44	39,202,000	1.6	617,900
Harper's Bazaar	61	30,352,000	18.6	4,765,000
House Beautiful	62	29,816,000	6.6	1,841,000
Town & Country	77	23,334,000	20.6	3,981,000
Sports Afield	107	17,986,000	20.4	5,117,000
Country Living	119	16,668,000	125.2	9,266,000
Science Digest	144	12,935,000	19.1	2,071,000
Colonial Homes	178	10,547,000	5.1	509,000
Motor Boating & Sailing	260	6,721,000	16.5	951,000
Electronic Products	325	4,915,000	11.3	500,000
Motor Magazine	333	4,817,000	12.8	616,000
		$595,415,000		$46,928,000

Rank '82	Rank '81	Magazine name	Est. 1982 Total Revenue ($000)	Total Revenue Growth* (%)	Est. 1982 Ad Revenue ($000)	Est. 1982 Sub. Revenue ($000)	Est. 1982 Newstd. Revenue ($000)	Est. 1982 Ad Pages	Est. 1982 Average Circ.	Est. 1982 Average Sub. copies sold/issue	Est. 1982 Average Newstd. copies sold/issue
1	1	**TV Guide**	662,331	7.9	241,473	178,293	242,566	3,616	17,260,297	7,930,829	9,329,468
2	2	**Time**	425,096	6.7	256,410	146,821	21,866	2,629	4,509,918	4,229,589	280,329
3	3	**Newsweek**	288,926	-0.9	195,359	76,330	17,238	2,863	3,012,550	2,791,551	220,999
4	4	**Reader's Digest**	288,380	10.1	104,860	169,425	14,094	1,093	18,035,959	17,096,333	939,627
5	5	**People**	288,004	14.4	159,319	24,748	103,937	3,567	2,571,084	691,816	1,879,268
6	6	**Sports Illustrated**	246,168	7.1	162,887	75,719	7,562	2,618	2,406,037	2,311,227	94,810
7	17	**National Enquirer**	197,823	56.2	30,051	9,105	158,667	1,404	5,094,303	488,582	4,605,722
8	8	**Family Circle**	190,307	8.7	106,197	641	83,470	1,691	7,217,081	49,170	7,167,911
9	7	**Playboy**	188,737	-6.0	76,018	43,942	68,776	1,227	4,676,344	2,527,100	2,149,244
10	9	**Good Housekeeping**	184,452	10.9	110,465	39,294	34,694	2,015	5,421,181	3,493,755	1,927,427
11	11	**National Geographic**	165,769	2.4	23,297	142,283	88	238	10,543,815	10,539,508	4,307
12	10	**Better Homes & Gardens**	165,559	-4.6	100,289	56,345	8,925	1,365	8,070,843	7,475,859	594,984
13	14	**Penthouse**	165,491	6.3	27,806	5,387	132,298	758	3,898,525	223,584	3,674,942
14	12	**Woman's Day**	162,104	2.1	88,909	535	72,660	1,465	6,967,614	51,208	6,916,406
15	13	**Business Week**	161,164	1.4	133,947	24,366	2,851	4,326	813,172	785,453	27,674
16	15	**Parade**	157,256	10.5	157,256	0	0	796	21,781,708	0	0
17	16	**U.S. News & World Report**	140,865	6.1	83,821	51,585	5,459	1,741	2,123,842	2,054,335	69,508
18	19	**Cosmopolitan**	127,564	5.1	67,615	3,171	56,778	2,273	2,864,277	160,550	2,703,728
19	18	**McCall's Magazine**	124,413	-1.8	62,001	50,504	11,908	1,053	6,234,623	5,525,799	708,824
20	22	**The Star**	108,653	13.5	18,225	2,526	87,902	936	3,905,382	148,898	3,756,484
21	20	**Family Weekly**	101,420	-0.7	101,420	0	0	886	12,472,075	0	0
22	21	**Ladies' Home Journal**	96,968	-4.9	43,385	38,491	15,092	917	5,170,031	4,331,580	838,451
23	24	**Fortune**	96,684	7.4	76,150	18,477	2,056	2,726	677,275	648,942	28,333
24	26	**Forbes**	86,843	17.0	64,172	20,764	1,906	2,946	710,916	682,541	28,376
25	23	**Redbook**	86,106	-7.9	45,095	28,967	12,044	1,049	4,078,522	3,409,414	669,108
26	25	**Glamour**	82,459	4.1	46,917	8,368	27,173	1,885	2,065,225	771,254	1,293,971
27	29	**Vogue**	77,872	13.8	45,154	10,775	21,943	2,794	1,215,181	483,738	731,443
28	28	**N.Y. Times Magazine**	76,000	8.8	76,000	0	0	4,114	1,511,853	0	0
29	30	**Southern Living**	73,743	17.1	41,258	29,346	3,139	1,451	2,123,965	2,002,285	121,681
30	27	**The New Yorker**	69,743	-0.3	56,320	10,793	2,630	3,902	506,950	468,420	38,530
31	36	**Money**	56,140	36.6	32,896	18,486	4,758	1,332	1,079,107	880,872	198,235
32	33	**Smithsonian**	55,306	12.1	23,836	31,436	35	935	1,970,906	1,969,258	1,648
33	32	**Life**	54,350	4.6	23,168	15,479	15,703	623	1,468,149	813,841	654,388
34	34	**The Globe**	54,349	26.2	5,172	743	48,434	706	2,125,455	55,620	2,069,835
35	35	**Sunset**	50,193	3.6	35,245	13,311	1,637	1,694	1,424,642	1,318,905	105,737
36	31	**Hustler**	47,812	-10.4	ne	797	47,015	ne	1,144,561	25,147	1,119,415
37	38	**Mademoiselle**	45,431	14.4	23,825	4,350	17,256	1,526	1,228,572	406,865	821,707
38	39	**Field & Stream**	44,569	12.4	27,608	13,839	3,121	926	2,025,924	1,852,516	173,409
39	40	**Architectural Digest**	43,591	11.0	22,305	14,987	6,299	1,625	562,451	436,279	126,172
40	42	**Seventeen**	43,439	13.0	23,821	10,625	8,993	1,307	1,495,290	895,763	599,527
41	45	**Consumer Reports**	42,998	15.3	0	39,998	3,000	0	3,102,000	2,857,000	150,000
42	43	**Prevention**	41,259	8.1	12,778	27,043	1,438	849	2,520,093	2,431,921	88,172
43	47	**Ebony**	39,381	9.9	22,371	12,466	4,545	979	1,262,661	1,046,249	216,413
44	41	**Popular Mechanics**	39,202	1.6	23,406	10,110	5,686	1,205	1,623,739	1,244,686	379,053
45	46	**Popular Science**	38,731	4.6	19,738	14,077	4,916	988	1,835,652	1,562,535	273,117
46	53	**New York Magazine**	38,162	19.1	25,519	9,687	2,957	2,547	431,229	391,807	39,422
47	54	**Parents**	38,145	27.0	22,197	14,243	1,704	666	1,640,783	1,546,091	94,692
48	51	**Travel & Leisure**	38,080	17.6	20,779	17,123	179	1,117	948,501	942,524	5,977
49	44	**Popular Photography**	37,990	1.6	30,408	4,836	2,746	1,562	870,629	718,085	152,544
50	48	**Jet**	36,418	6.5	6,025	15,303	15,090	833	727,206	495,056	232,150

*n.e. = not estimated

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Rank '82	Rank '81	Magazine name	Est. 1982 Total Revenue ($000)	Total Revenue Growth* (%)	Est. 1982 Ad Revenue ($000)	Est. 1982 Sub. Revenue ($000)	Est. 1982 Newstd. Revenue ($000)	Est. 1982 Ad Pages	Est. 1982 Average Circ.	Est. 1982 Average Sub. copies sold/issue	Est. 1982 Average Newstd. copies sold/issue
51	37	House & Garden	36,019	-10.8	22,824	6,904	6,292	965	1,004,357	654,801	349,556
52	50	Bon Appetit	35,733	7.7	18,160	13,261	4,313	1,017	1,259,788	1,072,287	187,502
53	57	Computerworld	33,325	15.9	28,531	4,794	0	5,023	119,589	119,941	0
54	55	Omni	33,285	11.6	12,644	5,396	15,245	738	744,983	236,827	508,156
55	56	Rolling Stone	33,126	11.4	17,231	5,834	10,060	1,096	767,193	505,891	251,302
56	58	Golf Digest	33,094	16.5	20,647	10,694	1,753	879	1,047,290	952,457	94,834
57	52	Farm Journal	32,622	1.7	24,264	8,358	0	773	1,064,712	617,732	0
58	59	Outdoor Life	32,615	15.5	16,525	12,645	3,445	810	1,682,872	1,491,469	491,403
59	60	Us	31,202	10.6	8,710	5,943	16,549	606	1,091,942	421,942	670,000
60	49	Scientific American	31,147	-8.8	15,986	11,248	3,912	911	709,553	549,734	159,820
61	64	Harper's Bazaar	30,352	18.6	17,840	2,796	9,716	1,380	682,550	250,732	431,823
62	62	House Beautiful	29,816	6.6	18,040	6,861	4,915	1,000	844,784	571,705	273,079
63	0	National Examiner	29,505	76.3	2,435	100	26,971	568	936,073	6,051	930,022
64	64	Self	29,451	16.7	13,562	5,466	10,423	832	1,018,858	510,423	508,435
65	61	Mechanix Illustrated	29,158	3.8	15,294	10,329	3,535	792	1,609,838	1,413,421	196,417
66	68	Women's Wear Daily	28,949	9.9	25,220	3,454	276	6,592	61,665	61,665	3,000
67	66	Car and Driver	27,829	17.4	19,758	4,291	3,781	973	734,645	524,607	210,038
68	94	Discover	26,737	48.6	9,579	14,040	3,119	442	853,552	723,604	129,948
69	69	Road & Track	26,644	16.2	16,976	4,536	5,132	1,128	654,171	415,481	238,690
70	79	Modern Maturity	26,231	34.1	9,787	16,444	0	192	8,222,225	8,222,225	0
71	77	Changing Times	26,224	33.5	9,024	16,443	757	439	1,495,105	1,453,049	42,056
72	121	New Woman	26,183	76.2	7,004	5,376	13,803	486	1,084,627	367,602	717,025
73	73	Gentlemen's Quarterly	25,467	24.5	12,947	3,357	9,163	1,341	530,848	191,493	339,512
74	114	Byte	25,310	63.3	18,794	4,004	2,511	4,001	283,940	213,001	70,939
75	71	Modern Photography	23,909	8.3	14,989	6,328	2,593	1,441	669,572	546,106	123,466
76	81	Organic Gardening	23,414	11.9	8,360	14,791	263	809	1,322,393	1,307,802	14,591
77	83	Town & Country	23,334	20.6	16,848	3,914	2,572	1,719	319,315	233,583	85,732
78	101	Esquire	22,991	34.4	13,250	7,100	2,641	779	668,057	558,025	110,032
79	82	Sporting News	22,728	17.4	5,702	11,367	5,659	667	494,425	421,873	72,553
80	89	True Story	22,573	10.5	9,685	8,764	4,125	717	1,561,630	1,217,905	343,725
81	102	Highlights for Children	22,322	33.6	0	22,322	0	0	1,316,924	1,316,924	0
82	76	Aviation Wk. & Space Tech.	22,014	10.1	16,815	5,199	0	2,696	133,501	133,501	0
83	86	Bride's	21,859	14.8	16,486	281	5,092	1,667	370,199	30,729	339,470
84	72	Oil & Gas Journal	21,761	-2.5	19,894	1,867	0	6,297	64,541	64,541	0
85	88	Gourmet	21,642	15.0	10,524	7,383	3,735	842	634,923	474,299	160,624
86	78	Advertising Age	21,479	9.5	18,040	3,439	0	3,368	79,285	79,285	0
87	87	Golf Magazine	21,333	13.3	13,385	6,420	1,528	784	760,581	677,769	82,812
88	92	Barron's	21,313	17.3	6,355	8,843	6,115	2,217	263,159	169,078	94,081
89	91	Inc.	21,256	16.5	16,929	3,803	524	1,046	414,479	282,965	21,843
90	74	Hot Rod	20,924	4.1	10,473	4,141	6,311	672	791,641	467,996	323,645
91	90	Mother Earth News	20,720	1.2	4,762	12,602	3,356	359	1,067,197	880,756	186,441
92	65	Nation's Business	20,620	-16.7	11,095	9,525	0	432	840,650	840,650	0
93	103	Guideposts	20,616	24.1	0	20,616	0	0	3,670,490	3,670,490	0
94	67	Psychology Today	20,114	-14.4	8,924	9,224	1,966	407	1,176,784	1,068,457	108,327
95	84	Club	19,925	3.3	0	288	19,637	ne	514,887	11,379	503,508
96	70	Oui	19,900	-11.9	2,515	1,846	15,539	261	572,668	93,812	478,856
97	95	Motor Trend	19,804	10.2	13,283	2,758	3,763	696	744,295	535,223	209,072
98	85	Playgirl	19,579	2.0	1,692	2,720	15,167	484	673,649	183,765	489,884
99	80	Progressive Farmer	19,389	-0.8	13,818	5,570	0	753	685,977	685,977	0
100	129	New England Jnl. of Med.	19,237	39.8	9,900	9,337	0	4,620	204,313	202,417	0

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Rank '82	Rank '81	Magazine name	Est. 1982 Total Revenue ($000)	Total Revenue Growth* (%)	Est. 1982 Ad Revenue ($000)	Est. 1982 Sub. Revenue ($000)	Est. 1982 Newstd. Revenue ($000)	Est. 1982 Ad Pages	Est. 1982 Average Circ.	Est. 1982 Average Sub. copies sold/issue	Est. 1982 Average Newstd. copies sold/issue
101	122	**Medical Economics**	19,171	29.9	18,189	982	0	4,044	182,693	29,766	0
102	99	**Electronic Design**	19,147	11.8	19,147	0	0	4,581	109,128	0	0
103	105	**'Teen**	19,100	15.3	6,980	7,307	4,813	556	1,051,878	731,030	320,840
104	109	**Modern Bride**	18,987	19.0	13,864	302	4,821	1,435	335,259	39,149	296,110
105	111	**Electronic News**	18,547	18.6	16,873	1,674	0	5,592	66,967	66,967	0
106	96	**Sport**	18,120	1.8	8,084	6,866	3,169	487	904,625	728,564	176,061
107	133	**Sports Afield**	17,986	20.4	11,107	3,308	3,571	1,050	536,189	383,576	152,614
108	130	**The Family Handyman**	17,949	34.1	7,356	9,843	750	683	1,104,556	1,055,556	49,000
109	93	**Successful Farming**	17,910	-0.9	14,364	3,546	0	755	734,720	621,118	0
110	125	**Restaurants & Institns.**	17,805	24.2	17,805	0	0	3,011	106,619	0	0
111	0	**New York News Magazine**	17,802	ne	17,802	0	0	667	1,986,151	0	0
112	117	**Yankee**	17,788	16.3	5,649	10,818	1,321	1,146	882,807	803,920	78,888
113	120	**Metropolitan Home**	17,477	16.8	11,184	4,948	1,344	807	716,007	632,007	84,000
114	75	**Gallery**	17,404	-15.7	535	452	16,417	131	485,107	21,359	463,748
115	107	**Texas Monthly**	17,346	8.3	13,012	3,152	1,182	1,649	290,111	240,868	49,243
116	106	**Essence Magazine**	17,073	6.1	10,121	3,808	3,144	932	647,725	438,126	209,600
117	128	**Institutional Investor**	17,038	23.1	16,058	980	0	1,800	65,337	10,312	0
118	97	**Stereo Review**	17,016	-0.9	13,000	3,129	887	651	540,659	481,511	59,149
119	216	**Country Living**	16,668	125.2	5,312	5,472	5,884	446	751,251	449,496	301,755
120	108	**High Society**	16,623	5.9	ne	0	16,623	ne	421,046	0	421,046
121	110	**1001 Home Ideas**	16,612	4.7	2,500	12,610	1,102	313	1,141,998	1,094,922	47,076
122	136	**W**	16,511	30.4	11,046	4,489	975	1,101	192,902	174,840	18,062
123	98	**Machine Design**	16,500	-12.0	16,500	0	0	3,667	165,416	0	0
124	147	**Working Woman**	16,367	48.3	10,221	5,571	575	1,009	522,543	497,341	25,202
125	118	**Cuisine**	15,285	0.2	6,873	6,758	1,654	461	713,207	634,423	78,784
126	131	**EDN**	15,278	15.0	15,278	0	0	4,103	117,234	0	0
127	115	**Cycle**	15,257	-0.4	10,490	2,687	2,080	852	443,683	305,014	138,670
128	137	**Science '82**	15,207	20.8	5,658	8,011	1,539	370	725,376	648,448	76,928
129	116	**Cheri**	15,196	-0.7	ne	95	15,101	ne	429,760	3,172	426,589
130	100	**Engineering News Record**	15,180	-11.3	12,068	3,112	0	3,461	105,480	105,480	0
131	112	**Grit**	14,893	-1.5	2,230	5,327	7,336	308	700,623	406,726	293,897
132	119	**Electronics**	14,632	-3.9	12,426	2,206	0	3,180	100,290	100,290	0
133	177	**Science**	14,451	49.9	6,725	7,725	0	1,385	157,658	157,658	0
134	123	**Soap Opera Digest**	14,397	-0.7	1,355	5,083	7,959	304	621,750	299,506	322,244
135	132	**Nursing '82**	14,085	9.2	6,841	7,244	0	915	545,712	545,712	0
136	187	**Datamation**	13,975	19.0	12,175	1,800	0	2,066	130,119	0	0
137	150	**Natl. Geographic World**	13,962	28.3	0	13,962	0	0	1,652,274	1,652,274	0
138	104	**Industry Week**	13,798	-16.7	13,798	0	0	1,270	300,664	0	0
139	138	**Tennis**	13,789	10.0	8,938	3,792	1,059	759	474,913	421,298	53,615
140	152	**Health**	13,477	18.7	2,744	10,732	0	342	852,845	852,845	0
141	173	**JAMA**	13,332	35.5	12,289	1,043	0	3,141	290,836	233,457	0
142	134	**Design News**	13,143	3.3	13,143	0	0	3,377	156,492	0	0
143	144	**Skiing**	13,049	14.2	9,472	2,488	1,090	787	411,673	320,558	91,115
144	153	**Science Digest**	12,935	19.1	3,243	4,084	5,689	328	552,009	314,971	237,038
145	139	**Sail**	12,722	4.0	8,800	2,316	1,606	1,551	177,028	117,561	59,467
146	126	**Plant Engineering**	12,714	-9.6	12,714	0	0	2,576	100,437	0	0
147	127	**National Lampoon**	12,713	-9.1	3,573	937	8,203	344	452,940	111,162	341,778
148	124	**Chemical Engineering**	12,664	-11.9	11,133	1,531	0	2,606	69,970	69,970	0
149	140	**Easyriders**	12,655	3.6	1,826	944	9,886	444	461,480	49,582	411,898
150	145	**Los Angeles Magazine**	12,442	10.6	8,887	1,929	1,625	2,428	162,259	97,116	65,143

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151	135	Forum	12,236	-3.4	ne	702	11,534	ne	511,504	40,711	470,793
152	160	Ski	12,218	16.5	9,176	2,134	907	718	415,727	329,368	86,359
153	179	Signature	12,105	27.2	6,499	5,603	4	632	660,252	660,057	195
154	175	Computers & Electronics	11,979	24.0	6,729	3,825	1,424	700	409,888	313,072	103,577
155	158	Army Times	11,861	11.8	7,023	3,414	1,424	1,675	128,597	106,688	21,909
156	165	American Banker	11,812	15.1	6,012	5,800	0	1,897	20,389	20,389	0
157	297	Frequent Flyer	11,767	151.5	2,148	9,619	0	416	259,978	259,978	0
158	162	Chicago	11,725	12.1	8,563	2,531	631	1,749	214,170	187,870	26,300
159	143	Billboard	11,681	-0.5	6,521	5,160	0	1,770	42,492	49,492	0
160	182	Weight Watchers	11,549	22.6	3,398	5,837	2,313	308	739,067	584,838	154,229
161	141	Travel/Holiday	11,514	-3.1	4,384	6,946	184	491	802,091	771,795	10,238
162	170	Guns & Ammo	11,340	11.9	5,161	3,032	3,147	622	490,943	341,104	149,839
163	171	Car Craft	11,302	13.0	5,536	1,734	4,032	876	400,610	176,629	223,981
164	174	Air Force Times	11,070	13.0	7,097	3,357	616	1,696	114,388	104,918	9,470
165	156	Flying	11,014	2.3	5,778	3,559	1,678	548	353,389	274,244	79,145
166	148	Runner's World	11,006	4.0	4,070	3,945	2,991	554	371,149	246,535	124,613
167	202	Restaurant Business	10,987	32.4	10,987	0	0	2,419	75,299	0	0
168	161	Daily News Record	10,941	4.6	9,753	1,189	0	2,490	23,771	23,771	0
169	228	Audubon	10,858	57.6	1,700	9,075	83	190	367,610	363,008	4,602
170	146	American Metal Market	10,815	-2.0	6,811	4,004	0	2,400	45,260	45,260	0
171	169	Real Estate Today	10,788	6.1	444	10,343	0	86	608,440	608,440	0
172	247	Working Mother	10,764	74.4	6,532	3,511	720	806	388,418	352,898	35,520
173	155	Yachting	10,729	-0.8	7,838	1,649	1,242	1,912	142,609	91,922	50,687
174	246	Adweek	10,717	10.3	9,537	1,180	0	1,702	56,305	31,883	0
175	142	Genesis	10,687	-9.1	ne	51	10,636	ne	295,054	2,054	293,000
176	180	Saturday Evening Post	10,660	18.8	2,570	5,585	2,505	428	726,939	548,510	178,429
177	166	Purchasing Magazine	10,567	3.1	10,567	0	0	2,809	97,185	0	0
178	149	Colonial Homes	10,547	5.1	3,465	3,945	3,137	402	595,385	394,293	201,092
179	172	Decorating & Craft Ideas	10,476	6.1	3,433	6,274	769	424	708,819	657,523	51,296
180	194	Sesame Street	10,349	15.9	0	6,907	3,442	0	1,105,728	776,040	329,688
181	181	Travel Agent Magazine	10,309	9.4	10,108	201	0	7,365	33,690	29,416	0
182	183	Boys' Life	10,273	5.7	3,223	7,050	0	264	1,498,248	1,498,248	0
183	220	American Legion Magazine	10,252	41.8	3,862	6,390	0	351	2,556,130	2,556,130	0
184	315	American Baby Magazine	10,203	15.1	9,670	533	0	421	1,000,378	63,054	0
185	0	Prairie Farmer	10,194	ne	8,600	1,594	0	1,443	199,201	199,201	0
136	188	Boating	10,187	10.0	7,322	1,689	1,176	1,260	176,631	128,631	48,000
187	157	Chemical Week	10,180	-5.4	8,872	1,308	0	1,836	52,117	46,109	0
188	163	Natural History	10,057	-2.9	2,910	6,686	462	367	464,979	445,744	19,235
189	185	Playbill	10,043	6.7	10,043	0	0	684	1,093,950	0	0
190	205	Bassmaster	10,010	26.8	4,300	5,378	332	440	379,256	358,522	20,734
191	0	Meetings & Conventions	9,995	ne	9,995	0	0	1,733	75,162	0	0
192	191	Nation's Restrnt. News	9,977	20.8	9,108	869	0	1,886	63,277	61,199	0
193	169	New Equipment Digest	9,967	-3.7	9,967	0	0	2,286	197,965	0	0
194	231	Mini-Micro Systems	9,800	45.2	9,800	0	0	2,277	101,284	0	0
195	176	HFD	9,784	10.3	9,062	722	0	3,231	32,892	32,892	0
196	200	Instructor	9,639	13.7	6,472	3,166	0	769	263,933	263,933	0
197	217	World Tennis	9,572	31.7	5,630	3,372	571	532	378,300	351,101	27,199
198	196	Cycle World	9,383	9.5	4,961	2,202	2,220	665	375,257	251,935	123,322
199	197	Automotive News	9,372	9.6	6,964	2,408	0	1,823	61,417	61,417	0
200	195	Elec. Engineering Times	9,280	7.9	9,280	0	0	2,197	100,826	0	0

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'82	'81										
201	0	Creative Computing	9,222	ne	4,452	2,755	2,014	1,680	176,690	119,800	56,890
202	189	Industrial Equip. News	9,222	0.1	9,222	0	0	2,264	195,686	0	0
203	255	Home Magazine	9,191	55.3	3,155	4,946	1,090	313	541,945	495,363	46,583
204	207	Dun's Business Month	9,083	7.8	9,083	ne	0	817	284,272	ne	0
205	219	Ms.	9,036	14.8	5,001	3,192	843	574	496,243	440,056	56,187
206	201	Architectural Record	8,955	6.3	6,857	2,098	0	1,509	74,853	74,853	0
207	204	Navy Times	8,887	9.2	5,853	2,543	491	1,965	87,030	79,469	7,561
208	237	New Shelter	8,853	30.9	2,915	5,487	451	388	603,629	570,923	32,706
209	178	American Jnl.of Nursing	8,829	-1.8	3,995	4,835	0	883	345,329	345,329	0
210	206	Interior Design	8,811	11.7	6,998	1,336	476	2,797	46,346	38,413	7,933
211	236	Games	8,789	33.0	2,196	4,887	1,707	246	634,580	492,340	142,240
212	208	Supermarket News	8,789	13.4	8,155	634	0	1,211	56,876	56,876	0
213	154	High Fidelity	8,736	-19.4	4,619	3,425	692	406	383,840	345,387	38,453
214	209	Workbasket	8,677	13.3	2,251	6,104	322	385	1,737,237	1,694,337	42,900
215	250	Harvard Business Review	8,662	33.2	2,348	6,219	95	344	233,504	230,321	3,183
216	225	The Atlantic	8,563	23.0	2,727	4,765	1,071	363	372,142	327,536	44,606
217	214	RN Magazine	8,558	9.9	3,672	4,886	0	761	374,830	374,830	0
218	0	Personal Computing	8,547	ne	4,991	2,152	1,404	1,858	234,820	179,765	55,055
219	203	Hoard's Dairyman	8,537	4.2	7,229	1,309	0	902	202,106	202,106	0
220	235	Diversion	8,467	27.2	8,467	0	0	2,465	176,215	0	0
221	167	Arizona Highways	8,442	-17.4	0	7,000	1,443	0	546,789	466,649	80,140
222	254	The Dial	8,401	41.8	4,200	4,202	0	253	1,010,000	1,010,000	0
223	190	California	8,391	-8.2	5,874	1,865	652	872	251,632	220,576	31,056
224	0	National Jeweler	8,361	ne	8,128	233	0	3,200	30,365	15,504	0
225	198	The Farmer	8,341	-2.3	7,351	990	0	1,190	152,239	152,239	0
226	240	Black Enterprise	8,213	27.9	6,358	1,620	235	617	250,415	237,846	12,569
227	0	Electronic Buyers News	8,200	ne	8,200	0	0	2,860	46,491	0	0
228	241	Soldier of Fortune	8,192	28.1	1,115	1,030	6,046	490	210,292	39,969	170,323
229	193	Velvet	8,179	-6.1	ne	0	8,179	ne	212,448	0	212,448
230	232	Computer Design	8,037	19.4	7,921	116	0	2,017	85,943	2,957	0
231	218	United	7,902	8.6	7,902	0	0	915	351,348	0	0
232	186	Club International	7,789	-5.9	ne	73	8,717	ne	231,486	1,702	228,784
233	192	Chemical & Engrng. News	7,781	-12.0	5,400	2,381	0	1,142	125,319	125,319	0
234	226	Iron Age	7,728	-15.5	7,458	270	0	1,760	113,712	4,906	0
235	233	Swank	7,728	15.4	ne	0	7,728	ne	183,998	0	183,998
236	234	Patient Care	7,644	14.2	7,644	0	0	2,391	108,823	0	0
237	230	The Washingtonian	7,584	12.2	5,490	1,245	850	1,666	129,245	92,940	36,306
238	259	Food & Wine	7,513	29.4	2,663	4,713	137	413	344,261	336,651	7,610
239	251	Computer Decisions	7,507	25.4	7,507	0	0	1,447	121,938	0	0
240	238	Journal of Accountancy	7,483	13.6	2,736	4,747	0	837	255,569	255,569	0
241	221	Petersen's Photographic	7,397	2.8	4,705	1,469	1,223	540	259,112	191,156	67,957
242	199	Consumer's Digest	7,374	6.2	230	7,144	0	28	806,373	806,373	0
243	222	Co-ed	7,363	3.0	3,136	4,227	0	347	785,998	785,998	0
244	159	Geo	7,330	-30.9	1,545	4,985	799	221	202,635	185,981	16,654
245	211	National Wildlife	7,256	-4.4	0	7,256	0	0	721,635	721,250	0
246	261	Philadelphia	7,224	1.2	5,484	1,071	669	1,568	139,899	111,327	28,572
247	239	Progressive Grocer	7,184	10.3	7,184	0	0	975	76,140	0	0
248	224	Modern Plastics	7,090	1.6	5,958	1,132	0	1,229	49,237	49,237	0
249	276	Consultant	7,076	34.1	7,076	0	0	2,177	120,566	0	0
250	249	American Photographer	7,030	16.7	3,685	2,372	973	595	227,292	186,764	40,528

*n.e. = not estimated

Rank '82	Rank '81	Magazine name	Est. 1982 Total Revenue ($000)	Total Revenue Growth* (%)	Est. 1982 Ad Revenue ($000)	Est. 1982 Sub. Revenue ($000)	Est. 1982 Newstd. Revenue ($000)	Est. 1982 Ad Pages	Est. 1982 Average Circ.	Est. 1982 Average Sub. copies sold/issue	Est. 1982 Average Newstd. copies sold/issue
251	0	Bus. & Comm. Aviation	7,003	ne	7,003	0	0	1,072	51,361	0	0
252	229	Elec. Constr. & Maint.	6,924	2.4	5,740	1,184	0	1,180	74,022	74,022	0
253	0	Technology Illustrated	6,913	ne	2,094	4,094	725	317	390,050	303,284	60,450
254	275	Trailer Life	6,883	30.0	4,270	2,258	355	1,214	318,457	298.745	19,712
255	295	Annals of Internal Med.	6,863	44.5	3.643	3.220	0	1,676	91,959	91,959	0
256	0	Players	6,860	ne	135	65	6,660	67	204.414	2,585	201,830
257	374	High Technology	6,834	98.9	2,066	4,230	538	276	342,409	256,351	44,800
258	270	American Way	6,824	25.0	6,824	0	0	930	240,000	0	0
259	318	Hospital Practice	6,739	53.8	6,739	0	0	1,823	195,729	0	0
260	260	Motor Boating & Sailing	6,721	16.5	4,541	1,296	884	1,434	135,309	101,345	33,964
261	0	Cablevision	6,720	ne	6,200	520	0	3,903	13,349	9,960	0
262	0	80 Micro	6,648	ne	3,585	1,806	1,257	2,512	107,751	72.241	35,510
263	242	Hadassah Magazine	6,578	3.7	1,114	5,464	0	191	364,248	364,248	0
264	248	The Blood Horse	6,505	7.3	5,320	1,184	63	6,915	18,084	17,465	609
265	274	American Machinist	6,500	2.1	6,500	0	0	1,872	62,372	0	0
266	268	Emergency Medicine	6,500	18.2	6,500	0	0	2,904	123,737	0	0
267	266	Publishers Weekly	6,460	15.0	4,525	1,936	0	2,404	37,954	37,954	0
268	0	American Medical News	6,433	ne	6,407	26	0	666	329,352	249.041	0
269	223	Eros	6,422	-8.3	ne	0	6,422	ne	167,250	0	167,250
270	333	Bicycling	6,398	52.6	3,338	1,869	1,191	761	210,258	144,074	66,185
271	253	Industrial Res. & Dev.	6,361	6.8	6,361	0	0	1,553	107,101	0	0
272	244	Progressive Architect.	6,343	1.3	5,200	1,143	0	1,320	70.829	70.829	0
273	271	Chronicle of Higher Ed.	6,314	16.1	3,817	2,497	0	1,596	69.926	69.926	0
274	262	Successful Meetings	6,269	9.0	6,269	0	0	1,285	75,825	0	0
275	269	Popular Hot Rodding	6,247	14.4	1,510	574	4,162	405	265,452	69,587	195,865
276	252	AOPA Pilot	6,243	4.7	3,164	3,079	0	557	258,898	258,898	0
277	0	MD Magazine	6,240	ne	6,240	0	0	2,073	154,442	0	0
278	210	Chic	6,236	-18.5	0	111	6,124	ne	162,068	3,814	158,254
279	264	Eastern Review	6,228	10.2	6,228	0	0	956	299,651	0	0
280	279	Boston	6,225	19.3	4,794	1,009	422	1,616	110,800	90,719	20,082
281	258	Country Journal	6,187	6.4	2,785	2,933	470	527	282,038	255,950	26,089
282	291	Houston HomeGarden	6,150	26.5	4,972	775	403	1,384	92,859	76,064	16,795
283	227	Hydrocarbon Processing	6,120	-11.5	5,802	319	0	1,976	36,870	32,788	0
284	282	Skin Diver	6,066	18.0	4,197	1,152	717	782	198,960	164,820	34,140
285	272	Amer. Family Physician	6,048	12.0	6,048	0	0	2,087	120,273	0	0
286	358	Medical World News	6,026	59.8	5,866	160	0	1,794	115,917	5,216	0
287	356	Computer Systems News	6,000	57.9	6,000	0	0	1,636	47,933	0	0
288	213	Decision	6,000	-20.0	0	6,000	0	0	2,000,000	2,000,000	0
289	267	The Office	5,975	8.4	5,900	75	0	1,750	140,909	3,751	0
290	0	Crain's Chicago Business	5,971	ne	4,905	959	107	1,311	44,307	31,968	2,754
291	212	Professional Builder	5,936	-21.4	5,685	251	0	870	119,383	8,368	0
292	184	Wallace's Farmer	5,936	0.1	5,065	871	0	1,275	115,117	115,117	0
293	0	Great Recipes of World	5,934	ne	288	4,152	1.495	94	545,768	437,069	108,699
294	361	Venture	5,887	57.7	3,345	2,065	478	472	200,741	177,991	22,750
295	263	Our Sunday Visitor	5,837	1.5	937	1,454	3,446	260	294,568	128,875	165,693
296	278	Packaging Digest	5,829	11.4	5,829	0	0	1,318	81,404	0	0
297	286	Business Insurance	5,817	15.0	5,034	783	0	1,544	41,114	26,834	0
298	325	Postgraduate Medicine	5,665	31.3	5,665	0	0	1,842	137,514	0	0
299	290	Financial World	5,659	15.9	3,350	2,078	231	895	102,769	96,777	5,992
300	0	Modern Medicine	5,638	ne	5,638	0	0	1,844	119,699	0	0

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Rank '82	Rank '81	Magazine name	Est. 1982 Total Revenue ($000)	Total Revenue Growth* (%)	Est. 1982 Ad Revenue ($000)	Est. 1982 Sub. Revenue ($000)	Est. 1982 Newstd. Revenue ($000)	Est. 1982 Ad Pages	Est. 1982 Average Circ.	Est. 1982 Average Sub. copies sold/issue	Est. 1982 Average Newstd. copies sold/issue
301	285	**Motorcyclist Magazine**	5,582	9.8	3,115	1,010	1,456	560	220,613	139,709	80,905
302	296	**Workbench**	5,563	18.5	2,687	2,517	359	385	774,955	735,121	39,834
303	280	**The High Plains Journal**	5,551	6.4	4,211	1,340	0	11,728	54,063	54,063	0
304	245	**Mod. Materials Handlg.**	5,549	-9.7	5,549	0	0	1,470	105,576	0	0
305	369	**Motorland**	5,512	53.0	1,450	4,061	0	312	1,353,820	1,353,820	0
306	257	**Fleet Owner**	5,470	-6.7	5.470	0	0	1,128	106,061	0	0
307	277	**Modern Salon**	5,451	3.8	3,700	1,751	0	75[illegible]	125,658	100,471	0
308	256	**Chemical Processing**	5,444	-7.3	5,444	0	0	1,578	80,073	0	0
309	284	**World Oil**	5,443	6.3	5,363	80	0	2,151	40,233	6,638	0
310	340	**Catholic Digest**	5,441	32.3	661	4,132	648	442	606,828	552,829	53,999
311	294	**Sales & Marketing Mgmt.**	5,362	12.0	3,700	1,661	0	1,101	46,028	46,028	0
312	0	**Savvy**	5,303	ne	2,469	2,485	350	485	256,814	240,171	16,643
313	311	**Graphic Arts Monthly**	5,300	1.3	5,300	0	0	1,938	82,408	0	0
314	289	**Power**	5,258	1.0	4,606	652	0	1,404	54,900	41,750	0
315	302	**Gifts & Decorative Acc.**	5,177	12.0	4,439	738	0	2,147	33,535	33,535	0
316	337	**ABA Journal**	5,167	16.9	3,242	1,925	0	544	350,000	350,000	0
317	327	**Heavy Metal**	5,110	18.8	85	372	4,654	30	220,457	26,560	193,897
318	282	**Christianity Today**	5,101	5.7	2,100	2,960	41	756	171,858	169,158	1,200
319	300	**Petersen's Hunting**	5,077	9.6	2,314	1,329	1,434	491	258,368	178,717	79,651
320	306	**D (Dallas/Ft. Worth)**	5,073	12.0	4,053	587	434	1,413	74,4[illegible]3	55,870	18,533
321	329	**Infosystems**	5,026	18.1	5,028	0	0	894	120,424	0	0
322	360	**Four Wheel & Off Road**	5,016	34.3	2,184	831	2,001	613	213,298	105,111	108,187
323	313	**Autoweek**	4,998	31.4	3,171	1,764	63	1,651	115,882	113,949	1,933
324	303	**Early American Life**	4,962	8.1	865	3,786	310	210	313,508	289,178	24,331
325	315	**Electronic Products**	4,915	11.3	4,915	0	0	1,368	116,516	0	0
326	281	**Bakery Prod. & Mktg.**	4,900	12.9	4,900	0	0	2,027	30,396	0	0
327	304	**Model Railroader**	4,895	9.9	1,295	1,725	1,875	1,091	181,231	91,953	89,279
328	308	**50 Plus**	4,864	22.9	1,573	3,291	0	350	273,153	273,153	0
329	0	**Crafts Magazine**	4,848	ne	930	2,231	1,687	522	268,484	179,669	88,815
330	283	**Linn's Stamp News**	4,847	-5.4	3,237	1,337	273	3,780	83,708	78,676	5,032
331	298	**Petrol. Engineer Intl.**	4,845	13.2	4,716	130	0	1,727	30,066	11,681	0
332	311	**Moody Monthly**	4,844	8.7	1,610	3,034	200	592	238,604	229,520	9,085
333	322	**Motor Magazine**	4,817	12.8	3,229	1,588	0	572	125,651	125,651	0
334	363	**Outside**	4,816	29.1	2,389	1,283	1,143	382	213,816	140,539	73,278
335	0	**Practical Cardiology**	4,800	ne	4,800	0	0	1,380	135,777	0	0
336	322	**Air Condit., Htg., Ref.**	4,799	16.0	3,900	899	0	2,500	27,914	27,942	0
337	326	**Telephony**	4,798	11.2	4,026	771	0	3,304	28,557	28,557	0
338	323	**Spectrum**	4,784	10.9	3,235	1,550	0	830	213,902	213,902	0
339	0	**Chemical Equipment**	4,761	ne	4,761	0	0	1,141	70,539	0	0
340	305	**Chem.Mkt.Rep./Chem.Bus.**	4,759	5.0	3,927	832	0	2,519	16,722	16,722	0
341	307	**Delta Sky**	4,740	8.0	4,740	0	0	593	294,000	0	0
342	0	**InfoWorld**	4,737	ne	3,650	840	247	2,238	48,896	43,005	5,891
343	338	**Coal Age**	4,724	-2.6	4,361	363	0	1,602	21,027	21,027	0
344	334	**American Artist**	4,719	12.9	2,052	2,296	371	568	156,051	138,398	17,654
345	320	**Learning**	4,711	7.9	2,400	2,311	0	515	490,977	190,977	0
346	265	**Harper's Magazine**	4,695	-16.7	1,011	2,982	702	200	220,822	191,577	29,245
347	299	**Tooling & Production**	4,633	-0.1	4,633	0	0	1,745	70,879	0	0
348	348	**Hospitals**	4,610	14.6	4,448	161	0	1,600	81,255	6,203	0
349	336	**Daily Word**	4,600	10.1	0	4,600	0	0	2,300,000	2,300,000	0
350	342	**Hardware Retailing**	4,527	10.1	4,419	137	0	1,487	64,618	36,552	0

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351	0	**Spring**	4,527	ne	842	3,224	461	166	360,920	320,510	40,410
352	351	**Discount Store News**	4,500	13.3	4,300	200	0	905	25,357	23,836	0
353	316	**Control Engineering**	4,497	12.4	4,848	99	0	1,355	81,514	2,481	0
354	323	**Engrng. & Mining Jnl.**	4,480	-10.5	4,020	460	0	1,217	24,507	24,507	0
355	347	**Shooting Times**	4,465	10.2	1,018	1,408	2,039	415	200,035	102,935	97,101
356	293	**Building Supply News**	4,459	-16.9	4,459	0	0	1,515	36,478	0	0
357	353	**Builder (NAHB)**	4,436	2.0	2,666	1,770	0	503	129,412	118,001	0
358	0	**Moneysworth**	4,427	ne	665	3,762	0	132	783,841	752,309	0
359	317	**Product Design & Dev.**	4,400	0.0	4,400	0	0	ne	151,262	0	0
360	370	**Modern Machine Shop**	4,395	22.0	4,395	0	0	2,386	106,024	0	0
361	0	**Popular Computing**	4,383	ne	1,873	1,187	1,323	810	142,865	98,780	44,085
362	309	**TWA Ambassador**	4,371	-2.3	4,371	0		566	253,061	0	0
363	0	**Compute**	4,340	ne	1,848	759	1,734	1,205	95,725	37,937	57,789
364	319	**Modern Office Proc.**	4,286	-2.0	4,286	0	0	1,323	133,024	0	0
365	301	**Heavy Duty Trucking**	4,259	-8.1	4,259	0	0	922	90,779	0	0
366	378	**Circus Magazine**	4,258	27.0	946	482	2,830	359	162,715	30,234	132,481
367	330	**Plastics Technology**	4,249	0.4	4,249	0	0	1,134	40,656	0	0
368	0	**Physician's Management**	4,220	ne	4,220	0	0	1,467	110,252	0	0
369	0	**Audio**	4,203	ne	2,526	1,094	583	490	142,027	110,492	31,536
370	385	**Flower & Garden**	4,174	28.5	1,520	2,564	90	266	588,542	578,590	9,952
371	0	**Microcomputing**	4,172	ne	1,511	1,103	1,558	1,090	88,142	44,132	44,010
372	0	**Video Magazine**	4,170	ne	1,988	909	1,273	708	143,500	82,884	60,617
373	340	**Western Horseman**	4,154	0.5	1,782	1,204	1,168	760	168,498	103,611	64,887
374	0	**Drug Topics**	4,151	ne	4,151	0	0	988	77,946	0	0
375	394	**Info. Systems News**	4,100	41.4	4,100	0	0	834	100,190	0	0
376	368	**Science News**	4,095	13.1	414	3,681	0	197	173,058	173,058	0
377	0	**Nuestro**	4,092	ne	643	2,123	1,327	190	198,990	132,660	66,330
378	343	**Ohio Farmer**	4,071	5.5	3,350	721	0	946	103,160	103,160	0
379	0	**Westways**	4,067	ne	839	3,228	0	305	461,131	461,131	0
380	355	**Dirt Bike**	4,057	5.7	1,209	568	2,280	364	174,914	48,225	126,689
381	383	**Drug Therapy**	4,048	24.4	4,048	0	0	1,639	143,500	0	0
382	273	**V.F.W. Magazine**	4,016	-25.6	2,215	1,801	0	290	1,795,296	1,795,296	0
383	0	**Communications News**	3,988	ne	3,786	202	0	1,057	52,852	11,208	0
384	349	**Offshore**	3,949	-1.3	3,949	0	0	1,543	22,685	0	0
385	0	**American Health**	3,916	ne	810	2,525	581	186	346,685	288,588	58,098
386	388	**Data Communications**	3,908	56.1	3,180	728	0	1,342	30,526	30,526	0
387	0	**Drug Store News**	3,898	ne	3,500	398	0	877	36,156	36,156	0
388	362	**The Elks Magazine**	3,871	3.8	1,825	2,047	0	242	1,637,406	1,637,406	0
389	372	**Pensions & Invest. Age**	3,870	11.5	3,289	581	0	734	34,583	12,096	0
390	0	**Americana**	3,864	ne	966	2,678	221	195	304,246	285,383	18,864
391	359	**Pulp & Paper**	3,848	-3.4	3,743	105	0	1,617	24,691	2,990	0
392	365	**San Diego Magazine**	3,840	4.1	2,945	611	284	1,564	53,728	41,771	11,957
393	380	**Laboratory Equipment**	3,832	15.4	3,832	0	0	1,361	80,575	0	0
394	344	**Alaska**	3,826	-3.7	830	2,034	963	558	153,664	113,549	40,115
395	357	**Institutional Distrib.**	3,807	15.4	3,807	0	0	1,311	28,058	0	0
396	288	**Construction Equipment**	3,726	-25.6	3,726	0	0	961	87,927	0	0
397	364	**Restaurant Hospitality**	3,719	0.6	3,719	0	0	1,085	77,370	0	0
398	0	**Multichannel News**	3,694	ne	3,595	99	0	2,011	14,170	8,241	0
399	0	**Physician & Sports Med.**	3,668	ne	3,668	0	0	1,172	92,019	0	0
400	389	**Success**	3,621	13.6	1,054	2,219	48	360	225,741	206,421	19,321

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*n.e. = not estimated

Top 100 consumer magazines by average circulation

Rank '82	Rank '81	Magazine Name	1982 Average Circulation	% Chg. '81/'82
1	1	Parade	21,781,708	0.6
2	2	Reader's Digest	18,035,959	0.7
3	3	TV Guide	17,260,297	-3.5
4	4	Family Weekly	12,472,075	0.1
5	5	National Geographic	10,543,815	-2.3
6	8	Modern Maturity	8,222,225	15.1
7	6	Better Homes & Gardens	8,070,843	0.3
8	7	Family Circle	7,217,081	-2.9
9	9	Woman's Day	6,967,614	0.2
10	10	McCall's Magazine	6,234,623	0.0
11	12	Good Housekeeping	5,421,181	1.0
12	11	Ladies Home Journal	5,170,031	-6.4
13	14	National Enquirer	5,094,303	10.3
14	13	Playboy	4,676,344	-8.4
15	15	Time	4,509,918	2.3
16	16	Redbook	4,078,522	-5.7
17	18	The Star	3,905,382	12.5
18	17	Penthouse	3,898,525	-7.3
19	19	Guideposts	3,670,490	9.4
20	20	Consumer Reports	3,102,000	0.9
21	21	Newsweek	3,012,550	1.9
22	22	Cosmopolitan	2,864,277	2.3
23	25	People	2,571,084	3.4
24	23	American Legion	2,556,130	-1.3
25	26	Prevention	2,520,093	3.9
26	27	Sports Illustrated	2,406,037	5.3
27	28	Daily Word	2,300,000	10.1
28	34	The Globe	2,125,455	12.5
29	32	Southern Living	2,123,965	9.3
30	29	U.S.News & World Report	2,123,842	2.0
31	30	Glamour	2,065,225	1.8
32	31	Field & Stream	2,025,924	0.3
33	24	Decision	2,000,000	-20.0
34	ni	New York News Magazine	1,986,151	ne
35	33	Smithsonian	1,970,906	2.5
36	35	Popular Science	1,835,652	1.6
37	36	V.F.W. Magazine	1,795,296	0.9
38	41	Workbasket	1,737,237	11.5
39	42	Outdoor Life	1,682,872	9.9
40	48	Natl. Geographic World	1,652,274	13.1
41	40	Parents	1,640,783	5.2
42	37	The Elks Magazine	1,637,406	-0.5
43	38	Popular Mechanics	1,623,739	-0.3
44	39	Mechanix Illustrated	1,609,838	-0.3
45	43	True Story	1,561,630	3.5
46	50	New York Times Magazine	1,511,853	5.7
47	44	Boys' Life	1,496,248	0.1
48	47	Seventeen	1,495,290	1.4
49	46	Changing Times	1,495,105	0.9
50	49	Life	1,468,149	2.4
51	51	Sunset	1,424,642	0.5
52	57	Motorland	1,353,820	4.2
53	54	Organic Gardening	1,322,393	-0.1
54	61	Highlights for Children	1,316,924	12.7
55	52	Ebony	1,262,661	-6.0
56	55	Bon Appetit	1,259,788	-4.6
57	65	Mademoiselle	1,228,572	9.1
58	60	Vogue	1,215,181	3.5
59	59	Psychology Today	1,176,784	-4.2
60	53	Hustler	1,144,561	-14.0
61	66	1001 Home Ideas	1,141,998	3.4
62	45	Sesame Street	1,105,728	3.2
63	71	The Family Handyman	1,104,556	4.6
64	58	Playbill	1,093,950	-10.2
65	68	Us	1,091,942	0.3
66	56	New Woman	1,084,627	-16.8
67	76	Money	1,079,107	17.1
68	69	Mother Earth News	1,067,197	-0.8
69	70	'Teen	1,051,878	-1.4
70	72	Golf Digest	1,047,290	2.0
71	73	Self	1,018,858	6.0
72	82	The Dial	1,010,000	20.0
73	64	House & Garden	1,004,357	-11.9
74	74	American Baby Magazine	1,000,378	3.8
75	75	Travel & Leisure	948,501	-1.2
76	ni	National Examiner	936,073	ne
77	67	Sport	904,625	-17.9
78	79	Yankee	882,807	3.3
79	78	Popular Photography	870,629	1.0
80	ni	Discover	853,552	24.3
81	80	Health	852,845	-0.1
82	81	House Beautiful	844,784	0.2
83	62	Nation's Business	840,650	-27.5
84	87	Business Week	813,172	5.6
85	86	Consumers Digest	806,373	1.5
86	84	Travel/Holiday	802,091	-1.4
87	77	Hot Rod	791,641	-10.5
88	88	Co-ed	785,998	2.8
89	ni	Moneysworth	783,841	ne
90	ni	Workbench	774,955	9.9
91	ni	Rolling Stone	767,193	7.1
92	98	Golf Magazine	760,581	3.4
93	ni	Country Living	751,251	27.6
94	85	Omni	744,983	-7.0
95	95	Motor Trend	744,295	-20.7
96	92	Weight Watchers	739,067	-2.2
97	00	Car and Driver	734,645	1.0
98	99	Jet	727,206	-0.9
99	ni	Saturday Evening Post	726,939	23.3
100	ni	Science 82	725,376	13.5

*n.i. = not included last year

*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

Top 100 consumer magazines by avg. sub. copies per issue

Rank '82	'81	Magazine Name	1982 Average Sub. copies/issue	%Chg. '81/'82
1	1	Reader's Digest	17,096,333	0.9
2	2	National Geographic	10,539,508	-2.3
3	5	Modern Maturity	8,222,225	15.1
4	4	TV Guide	7,930,829	11.0
5	3	Better Homes & Gardens	7,475,859	0.9
6	6	McCall's Magazine	5,525,799	1.2
7	7	Ladies' Home Journal	4,331,580	-6.9
8	8	Time	4,229,589	2.4
9	11	Guideposts	3,670,490	9.4
10	10	Good Housekeeping	3,493,755	-0.7
11	9	Redbook	3,409,414	-4.0
12	12	Consumer Reports	2,857,000	1.0
13	13	Newsweek	2,791,551	2.4
14	ni	American Legion	2,556,130	-1.3
15	15	Playboy	2,527,100	5.4
16	16	Prevention	2,431,921	2.5
17	17	Sports Illustrated	2,311,227	5.0
18	18	Daily Word	2,300,000	10.1
19	19	U.S.News & World Rep.	2,054,335	2.4
20	22	Southern Living	2,002,385	9.3
21	14	Decision	2,000,000	-20.0
22	20	Smithsonian	1,969,258	2.5
23	21	Field & Stream	1,852,516	-0.2
24	23	V.F.W. Magazine	1,795,296	0.9
25	26	Workbasket	1,694,337	11.6
26	29	Natl. Geographic World	1,652,274	13.1
27	24	The Elks Magazine	1,637,406	-0.5
28	25	Popular Science	1,562,535	2.0
29	28	Parents	1,546,091	4.3
30	27	Boys' Life	1,498,248	0.1
31	32	Outdoor Life	1,491,469	11.3
32	30	Changing Times	1,453,049	1.3
33	31	Mechanix Illustrated	1,413,421	-0.1
34	35	Motorland	1,353,820	4.2
35	34	Sunset	1,318,905	1.5
36	37	Highlights for Children	1,316,924	12.7
37	33	Organic Gardening	1,307,802	-0.6
38	36	Popular Mechanics	1,244,686	0.6
39	40	True Story	1,217,905	6.1
40	44	1001 Home Ideas	1,094,922	5.2
41	41	Bon Appetit	1,072,287	-5.3
42	43	Psychology Today	1,068,457	2.5
43	45	The Family Handyman	1,055,556	3.6
44	42	Ebony	1,046,249	-5.2
45	51	The Dial	1,010,000	20.0
46	47	Golf Digest	952,457	1.0
47	46	Travel & Leisure	942,524	-1.7
48	57	Seventeen	895,763	13.5
49	58	Money	880,872	11.9
50	49	Mother Earth News	880,756	-0.6
51	50	Health	852,845	-0.1
52	38	Nation's Business	840,650	-27.5
53	52	Life	813,841	-3.3
54	55	Consumer's Digest	806,373	1.5
55	59	Yankee	803,920	3.4
56	60	Co-ed	785,998	2.8
57	64	Business Week	785,453	5.2
58	65	Sesame Street	776,040	4.4
59	56	Travel/Holiday	771,795	-2.4
60	54	Glamour	771,254	-4.8
61	*n.i.	Moneysworth	752,309	ne
62	72	Workbench	735,121	10.4
63	63	'Teen	731,030	-2.2
64	48	Sport	728,564	-22.4
65	79	Discover	723,604	25.7
66	62	National Wildlife	721,250	-5.0
67	68	Popular Photography	7[illegible]8,085	1.4
68	81	People	691,316	20.5
69	69	Forbes	682,541	0.1
70	73	Golf Magazine	677,769	2.5
71	77	Signature	660,057	5.4
72	67	Decorating & Craft Ideas	657,523	-7.2
73	66	House & Garden	654,801	-9.3
74	74	Fortune	648,342	-0.2
75	78	Science '82	648,448	11.1
76	70	Cuisine	634,423	-6.1
77	75	Metropolitan Home	632,007	-1.9
78	82	Weight Watchers	584,838	3.5
79	80	Flower & Garden	578,590	0.7
80	88	House Beautiful	571,705	6.2
81	*n.i.	New Shelter	570,923	28.7
82	89	Esquire	558,025	4.1
83	86	Catholic Digest	552,829	0.7
84	85	Scientific American	549,734	0.1
85	*n.i.	Saturday Evening Post	548,510	54.4
86	91	Modern Photography	546,106	4.6
87	83	Motor Trend	535,223	-31.2
88	90	Car and Driver	524,607	-0.3
89	92	Self	510,423	-2.1
90	100	Rolling Stone	505,891	10.2
91	*n.i.	Working Woman	497,341	18.2
92	*n.i.	Home Magazine	495,363	79.5
93	*n.i.	Jet	495,056	10.1
94	84	Games	492,340	-11.8
95	93	National Enquirer	488,582	-2.8
96	94	Vogue	483,738	-0.2
97	96	Stereo Review	481,511	0.7
98	97	Gourmet	474,299	-0.8
99	98	The New Yorker	468,420	0.6
100	87	Hot Rod	467,996	-14.4

*n.i. = not included last year

Figures are FOLIO estimates for the calendar year 1982.

Top 100 consumer magazines by advertising revenue

Rank '82	Rank '81	Magazine Name	1982 Advertising Revenue ($000)	% Chg. '81/'82
1	1	Time	256,410	1.2
2	2	TV Guide	241,473	0.9
3	3	Newsweek	195,359	-2.4
4	4	Sports Illustrated	162,887	5.6
5	6	People	159,319	17.1
6	5	Parade	157,256	10.5
7	7	Business Week	133,947	0.5
8	9	Good Housekeeping	110,465	6.7
9	11	Family Circle	106,197	11.7
10	8	Reader's Digest	104,860	-7.1
11	10	Family Weekly	101,420	-0.7
12	ni	Better Homes & Gardens	100,289	-0.4
13	12	Woman's Day	88,909	0.2
14	13	U.S.News & World Rep.	83,821	5.3
15	15	Fortune	76,150	8.1
16	14	Playboy	76,018	-3.0
17	16	N.Y. Times Magazine	76,000	8.8
18	18	Cosmopolitan	67,615	8.3
19	20	Forbes	64,172	19.0
20	17	McCall's Magazine	62,001	-5.0
21	19	The New Yorker	56,320	0.2
22	23	Glamour	46,917	3.4
23	24	Vogue	45,154	11.9
24	22	Redbook	45,095	-8.6
25	21	Ladies Home Journal	43,385	-12.4
26	26	Southern Living	41,258	16.7
27	27	Sunset	35,245	6.0
28	37	Money	32,896	43.2
29	30	Popular Photography	30,408	3.6
30	31	National Enquirer	30,051	25.2
31	28	Penthouse	27,806	-8.5
32	33	Field & Stream	27,608	11.9
33	40	New York Magazine	25,519	20.3
34	34	Smithsonian	23,836	0.1
35	29	Mademoiselle	23,825	15.4
36	38	Seventeen	23,821	6.2
37	39	Popular Mechanics	23,406	9.4
38	25	National Geographic	23,297	-35.3
39	36	Life	23,168	-1.5
40	32	House & Garden	22,824	-14.9
41	41	Ebony	22,371	14.0
42	ni	Architectural Digest	22,305	20.9
43	45	Parents	22,197	23.5
44	42	Travel & Leisure	20,779	9.7
45	46	Golf Digest	20,647	17.0
46	49	Car and Driver	19,758	21.6
47	48	Popular Science	19,738	17.4
48	69	Byte	18,794	64.9
49	51	The Star	18,225	17.4
50	47	Bon Appetit	18,160	5.2
51	44	House Beautiful	18,040	-2.1
52	53	Harper's Bazaar	17,840	18.2
53	ni	N.Y. News Magazine	17,602	ne
54	58	Rolling Stone	17,231	20.4
55	61	Road & Track	16,976	25.3
56	56	Inc.	16,929	16.0
57	60	Town & Country	16,848	20.7
58	52	Outdoor Life	16,525	6.9
59	59	Bride's	16,486	17.4
60	ni	Institutional Investor	16,058	24.1
61	43	Scientific American	15,986	-13.4
62	50	Mechanix Illustrated	15,294	-1.8
63	55	Modern Photography	14,989	1.8
64	68	Modern Bride	13,864	19.6
65	70	Self	13,562	25.5
66	64	Golf Magazine	13,385	6.6
67	71	Motor Trend	13,283	23.0
68	88	Esquire	13,250	66.2
69	66	Texas Monthly	13,012	7.5
70	62	Stereo Review	13,000	-1.0
71	74	Gentlemen's Quarterly	12,947	22.7
72	54	Prevention	12,778	-14.1
73	73	Omni	12,644	18.5
74	76	Metropolitan Home	11,184	12.7
75	97	Sports Afield	11,107	23.1
76	67	Nation's Business	11,095	-8.0
77	83	W	11,046	31.1
78	75	Gourmet	10,524	5.4
79	72	Cycle	10,490	-2.8
80	79	Hot Rod	10,473	15.0
81	ni	Working Woman	10,221	72.2
82	78	Essence Magazine	10,121	7.7
83	77	Playbill	10,043	6.7
84	98	Modern Maturity	9,787	46.0
85	ni	True Story	9,685	21.7
86	ni	American Baby	9,670	13.8
87	ni	Discover	9,579	82.0
88	84	Skiing	9,472	16.6
89	93	Ski	9,176	24.0
90	90	Dun's Business Month	9,083	12.1
91	99	Changing Times	9,024	37.0
92	86	Tennis	8,938	11.8
93	65	Psychology Today	8,924	-26.5
94	85	Los Angeles Magazine	8,887	11.0
95	82	Sail	8,800	3.2
96	80	The Globe	8,766	0.8
97	ni	Us	8,710	41.5
98	89	Chicago	8,563	12.1
99	91	Organic Gardening	8,360	12.7
100	95	Sport	8,084	5.1

*n.i. = not included last year
*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

Top 100 consumer magazines by advertising pages

Rank '82	Rank '81	Magazine Name	1982 Advertising Pages	% Chg. '81/'82
1	1	Business Week	4,326	-10.7
2	2	N.Y. Times Magazine	4,114	-8.8
3	5	Byte	4,001	9.0
4	3	The New Yorker	3,902	-9.4
5	4	Linn's Stamp News	3,780	-8.3
6	7	TV Guide	3,616	1.5
7	6	People	3,567	-1.0
8	10	Forbes	2,946	6.5
9	8	Newsweek	2,863	-8.5
10	13	Vogue	2,794	2.9
11	12	Fortune	2,726	-0.4
12	9	Time	2,629	-9.2
13	11	Sports Illustrated	2,618	-5.1
14	16	New York Magazine	2,547	9.5
15	ni	80 Micro	2,512	ne
16	14	Los Angeles Magazine	2,428	-2.9
17	15	Cosmopolitan	2,273	-3.0
18	ni	InfoWorld	2,238	ne
19	17	Barron's	2,217	6.4
20	21	Good Housekeeping	2,015	-2.0
21	22	Navy Times	1,965	-3.1
22	18	Yachting	1,912	-13.2
23	20	Glamour	1,885	-9.4
24	ni	Institutional Investor	1,800	4.0
25	24	Chicago	1,749	-2.6
26	25	U.S. News & World Report	1,741	-3.0
27	26	Town & Country	1,719	-3.6
28	28	Air Force Times	1,696	-3.3
29	30	Sunset	1,694	-1.6
30	33	Family Circle	1,691	1.5
31	ni	Creative Computing	1,680	ne
32	29	Army Times	1,675	-3.0
33	38	Bride's	1,667	4.6
34	35	The Washingtonian	1,666	2.2
35	39	Autoweek	1,651	6.4
36	23	Texas Monthly	1,649	-8.5
37	34	Architectural Digest	1,625	-2.1
38	37	Boston	1,616	1.0
39	31	Philadelphia	1,568	-7.8
40	27	San Diego Magazine	1,564	-11.9
41	32	Popular Photography	1,562	-7.7
42	36	Sail	1,551	-4.3
43	40	Mademoiselle	1,526	0.1
44	44	Woman's Day	1,465	-0.8
45	46	Southern Living	1,451	1.1
46	41	Modern Photography	1,441	-4.8
47	54	Modern Bride	1,435	8.6
48	43	Motor Boating & Sailing	1,434	-3.2
49	42	D (Dallas/Ft. Worth)	1,413	-4.9
50	47	National Enquirer	1,404	0.0
51	57	Houston Home & Garden	1,384	9.4
52	51	Harper's Bazaar	1,380	4.0
53	45	Better Homes and Gardens	1,365	-8.6
54	52	Gentlemen's Quarterly	1,341	0.3
55	61	Money	1,332	12.9
56	ni	Crain's Chicago Business	1,311	ne
57	53	Seventeen	1,307	-1.7
58	55	Boating	1,260	-2.6
59	48	Playboy	1,227	-12.1
60	67	Trailer Life	1,214	18.5
61	ni	Compute	1,205	ne
62	58	Popular Mechanics	1,205	-4.5
63	66	Yankee	1,146	1.8
64	70	Road & Track	1,128	2.2
65	62	Travel & Leisure	1,117	-3.9
66	86	W	1,101	16.5
67	71	Rolling Stone	1,096	-0.1
68	56	Reader's Digest	1,093	-14.0
69	68	Model Railroader	1,091	-2.1
70	ni	Microcomputing	1,090	ne
71	63	McCall's Magazine	1,053	-9.1
72	76	Sports Afield	1,050	3.5
73	64	Redbook	1,049	-7.9
74	78	Inc.	1,046	5.2
75	73	Bon Appetit	1,017	-9.1
76	ni	Working Woman	1,009	32.6
77	69	House Beautiful	1,000	-9.9
78	90	Popular Science	988	6.1
79	87	Ebony	979	3.7
80	81	Car and Driver	973	-0.3
81	59	House & Garden	965	-23.3
82	91	Eastern Review	956	3.0
83	88	The Star	936	0.0
84	74	Smithsonian	935	-10.4
85	82	Essence Magazine	932	-3.9
86	ni	American Way	930	31.0
87	92	Field & Stream	926	0.3
88	75	Ladies' Home Journal	917	-10.7
89	93	United	915	1.5
90	65	Scientific American	911	-6.0
91	85	Financial World	895	-5.8
92	79	Family Weekly	886	-10.6
93	95	Golf Digest	879	2.5
94	ni	Car Craft	876	20.8
95	ni	California	872	8.5
96	ni	Parents	866	5.0
97	83	Cycle	852	-10.5
98	77	Prevention	849	-14.9
99	98	Gourmet	842	1.3
100	89	Jet	833	-10.6

*n.i. = not included last year
*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

Top 50 consumer monthlies by advertising pages

Rank '82	'81	Magazine Name	1982 Advertising Pages	% Chg. '81/'82
1	1	Byte	4,001	9.0
2	2	Vogue	2,794	2.9
3	ni	80 Micro	2,512	ne
4	3	Los Angeles Magazine	2,428	-2.9
5	4	Cosmopolitan	2,273	-3.0
6	7	Good Housekeeping	2,015	-2.0
7	5	Yachting	1,912	-13.2
8	6	Glamour	1,885	-9.4
9	ni	Institutional Investor	1,800	4.0
10	9	Chicago	1,749	-2.6
11	10	Town & Country	1,719	-3.6
12	12	Sunset	1,694	-1.6
13	ni	Creative Computing	1,680	ne
14	16	The Washingtonian	1,666	2.2
15	8	Texas Monthly	1,649	-8.5
16	15	Architectural Digest	1,625	-2.1
17	18	Boston	1,616	1.0
18	13	Philadelphia	1,568	-7.8
19	11	San Diego Magazine	1,564	-11.9
20	14	Popular Photography	1,562	-7.7
21	17	Sail	1,551	-4.3
22	19	Mademoiselle	1,526	0.1
23	24	Southern Living	1,451	1.1
24	20	Modern Photography	1,441	-4.8
25	22	Motor Boating & Sailing	1,434	-3.2
26	21	D (Dallas/Ft. Worth)	1,413	-4.9
27	31	Houston Home & Garden	1,384	9.4
28	26	Harper's Bazaar	1,380	4.0
29	23	Better Homes and Gardens	1,365	-8.6
30	27	Gentlemen's Quarterly	1,341	0.3
31	35	Money	1,332	12.9
32	28	Seventeen	1,307	-1.7
33	29	Boating	1,260	-2.6
34	25	Playboy	1,227	-12.1
35	40	Trailer Life	1,214	18.5
36	ni	Compute	1,205	ne
37	32	Popular Mechanics	1,205	-4.5
38	39	Yankee	1,146	1.8
39	43	Road & Track	1,128	2.2
40	ni	Travel & Leisure	1,117	-3.9
41	30	Reader's Digest	1,093	-14.0
42	41	Model Railroader	1,091	-2.1
43	ni	Microcomputing	1,090	ne
44	36	McCall's Magazine	1,053	-9.1
45	47	Sports Afield	1,050	3.5
46	37	Redbook	1,049	-7.9
47	49	Inc.	1,046	5.2
48	44	Bon Appetit	1,017	-9.1
49	ni	Working Woman	1,009	32.6
50	42	House Beautiful	1,000	-9.9

Top 50 consumer monthlies by advertising revenue

Rank '82	'81	Magazine Name	1982 Advertising ($000) Revenue	% Chg. '81/'82
1	2	Good Housekeeping	110,465	6.7
2	1	Reader's Digest	104,860	-7.1
3	3	Better Homes and Gardens	100,289	-0.4
4	4	Playboy	76,018	-3.0
5	6	Cosmopolitan	67,615	8.3
6	5	McCall's Magazine	62,001	-5.0
7	9	Glamour	46,917	3.4
8	10	Vogue	45,154	11.9
9	8	Redbook	45,095	-8.6
10	7	Ladies' Home Journal	43,385	-12.4
11	12	Southern Living	41,258	16.7
12	13	Sunset	35,245	6.0
13	21	Money	32,896	43.2
14	16	Popular Photography	30,408	3.6
15	14	Penthouse	27,806	-8.5
16	18	Field & Stream	27,608	11.9
17	19	Smithsonian	23,836	0.1
18	15	Mademoiselle	23,825	15.4
19	22	Seventeen	23,821	6.2
20	23	Popular Mechanics	23,406	9.4
21	11	National Geographic	23,297	-35.3
22	20	Life	23,168	-1.5
23	17	House & Garden	22,824	-14.9
24	24	Ebony	22,371	14.0
25	26	Architectural Digest	22,305	20.9
26	28	Parents	22,197	23.5
27	ni	Travel & Leisure	20,779	9.7
28	29	Golf Digest	20,647	17.0
29	32	Car and Driver	19,758	21.6
30	31	Popular Science	19,738	17.4
31	47	Byte	18,794	64.9
32	30	Bon Appetit	18,160	5.2
33	27	House Beautiful	18,040	-2.1
34	35	Harper's Bazaar	17,840	18.2
35	40	Road & Track	16,976	25.3
36	38	Inc.	16,929	16.0
37	39	Town & Country	16,848	20.7
38	34	Outdoor Life	16.525	6.9
39	ni	Institutional Investor	16,058	24.1
40	25	Scientific American	15,986	-13.4
41	33	Mechanix Illustrated	15,294	-1.8
42	37	Modern Photography	14,989	1.8
43	48	Self	13,562	25.5
44	43	Golf Magazine	13,385	6.6
45	49	Motor Trend	13,283	23.0
46	ni	Esquire	13,250	66.2
47	45	Texas Monthly	13,012	7.5
48	41	Stereo Review	13,000	-1.0
49	ni	Gentlemen's Quarterly	12,947	22.7
50	36	Prevention	12,778	-14.1

*n.i. = not included last year
*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

Top 50 consumer magazines by net change in ad pages '81/'82

Rank '82	Magazine Name	1982 Ad Pgs.	Net Chg. '81/'82
1	Byte	4,001	331
2	Country Living	446	256
3	Working Woman	1,009	248
4	Esquire	779	245
5	New York Magazine	2,547	220
6	American Way	930	220
7	New Woman	486	197
8	Trailer Life	1,214	189
9	Soap Opera Digest	304	183
10	Forbes	2,946	180
11	High Technology	276	180
12	W	1,101	156
13	Money	1,332	152
14	Car Craft	876	151
15	Four Wheel & Off Road	613	148
16	Us	606	148
17	Barron's	2,217	134
18	Frequent Flyer	416	128
19	Houston Home/Garden	1,384	119
20	Bicycling	761	116
21	Modern Bride	1,435	114
22	Ski	718	110
23	Motorland	312	107
24	Soldier of Fortune	490	106
25	Working Mother	806	104
26	Sporting News	667	103
27	Autoweek	1,651	99
28	Games	246	98
29	The Globe	706	92
30	National Examiner	568	88
31	Skiing	787	85
32	Outside	382	84
33	Motor Trend	696	82
34	American Photographer	595	81
35	The Family Handyman	683	81
36	Food & Wine	413	80
37	Vogue	2,794	78
38	The Atlantic	363	77
39	Changing Times	439	75
40	Skin Diver	782	75
41	Bride's	1,667	73
42	Petersen's Hunting	491	71
43	Institutional Investor	1,800	69
44	California	872	68
45	Weight Watchers	308	68
46	Hot Rod	672	67
47	Runner's World	554	67
48	Discover	442	65
49	Ms.	574	0
50	Popular Science	988	57

Top 50 consumer magazines by net change in ad rev. '81/'82

Rank '82	Magazine Name	'82 Ad Rev. ($000)	Net Chg. '81/'82 ($000)
1	People	159,319	23,213
2	Parade	157,256	14,949
3	Family Circle	106,197	11,085
4	Forbes	64,172	10,249
5	Money	32,896	9,931
6	Sports Illustrated	162,887	8,687
7	Byte	18,794	7,394
8	Good Housekeeping	110,465	6,898
9	N.Y. Times Magazine	76,000	6,175
10	National Enquirer	30,051	6,051
11	Southern Living	41,258	5,916
12	Fortune	76,150	5,707
13	Esquire	13,250	5,278
14	Cosmopolitan	67,615	5,177
15	Vogue	45,154	4,790
16	Discover	9,579	4,316
17	New York Magazine	25,519	4,312
18	Working Woman	10,221	4,287
19	U.S.News & World Rep.	83,821	4,235
20	Parents	22,197	4,217
21	Country Living	5,312	3,889
22	Architectural Digest	22,305	3,852
23	Car and Driver	19,758	3,513
24	Road & Track	16,976	3,423
25	Mademoiselle	23,825	3,174
26	Institutional Investor	16,058	3,118
27	Modern Maturity	9,787	3,084
28	New Woman	7,004	3,052
29	Golf Digest	20,647	2,998
30	Time	256,410	2,969
31	Field & Stream	27,608	2,947
32	Popular Science	19,738	2,923
33	Rolling Stone	17,231	2,917
34	Town & Country	16,848	2,891
35	Ebony	22,371	2,756
36	Self	13,562	2,754
37	Harper's Bazaar	17,840	2,745
38	The Star	18,225	2,701
39	Working Mother	6,532	2,665
40	W	11,046	2,618
41	Us	8,710	2,554
42	Motor Trend	13,283	2,480
43	Bride's	16,486	2,438
44	Changing Times	9,024	2,436
45	Gentlemen's Quarterly	12,947	2,399
46	Inc.	16,929	2,340
47	Modern Bride	13,864	2,271
48	TV Guide	241,473	2,222
49	Sports Afield	11,107	2,030
50	Popular Mechanics	23,406	2,011

Figures are FOLIO estimates for the calendar year 1982.

Top 50 consumer magazines by average total pages per copy

Rank '82	Magazine Name	Avg. Total Pages/Copy
1	Byte	543
2	Bride's	410
3	80 Micro	392
4	Modern Bride	363
5	Los Angeles Magazine	352
6	Cosmopolitan	333
7	Glamour	290
8	Playboy	275
9	Chicago	274
10	Creative Computing	260
11	Motorland	256
12	Reader's Digest	254
13	Architectural Digest	252
14	Yachting	248
15	Boston	247
16	Mademoiselle	247
17	San Diego Magazine	247
18	Town & Country	247
19	Texas Monthly	244
20	Southern Living	237
21	Sunset	235
22	Philadelphia	232
23	Harper's Bazaar	223
24	Gentlemen's Quarterly	221
25	Popular Photography	217
26	Compute	205
27	Penthouse	204
28	Better Homes & Grdns.	201
29	Yankee	198
30	Seventeen	196
31	Skiing	196
32	Popular Mechanics	195
33	Motor Boating & Sailing	187
34	Microcomputing	185
35	Family Circle	183
36	Money	183
37	Road & Track	182
38	House & Garden	179
39	Scientific American	179
40	Ski	179
41	Smithsonian	178
42	Boating	176
43	TV Guide	175
44	Woman's Day	174
45	Redbook	173
46	Harvard Business Rvw.	169
47	McCall's Magazine	168
48	Prevention	168
49	California	167
50	House Beautiful	165

Top 50 consumer magazines by ad pages per copy

Rank '82	Magazine Name	Avg. Advertising Pages/Copy
1	Byte	333
2	Bride's	278
3	Modern Bride	239
4	Vogue	233
5	80 Micro	209
6	Los Angeles Magazine	202
7	Cosmopolitan	189
8	Good Housekeeping	168
9	Yachting	159
10	Glamour	157
11	Institutional Investor	150
12	Chicago	146
13	Town & Country	143
14	Creative Computing	140
15	The Washingtonian	139
16	Architectural Digest	137
17	Texas Monthly	137
18	Boston	135
19	Philadelphia	131
20	Popular Photography	130
21	San Diego Magazine	130
22	Sail	129
23	Sunset	129
24	Mademoiselle	127
25	Southern Living	121
26	Modern Photography	120
27	Motor Boating & Sailing	120
28	D (Dallas/Ft. Worth)	118
29	Harper's Bazaar	116
30	Houston Home & Grdn.	115
31	Better Homes & Grdns.	114
32	Forbes	113
33	Gentlemen's Quarterly	112
34	Skiing	112
35	Money	111
36	Seventeen	109
37	Boating	105
38	Fortune	105
39	Ski	103
40	Playboy	102
41	Trailer Life	101
42	Compute	100
43	Popular Mechanics	100
44	Family Circle	99
45	Woman's Day	98
46	Yankee	96
47	Road & Track	94
48	Travel & Leisure	93
49	Microcomputing	91
50	Model Railroader	91

Figures are FOLIO estimates for the calendar year 1982.

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Top 50 consumer magazines by editorial pages per copy

Rank '82	Magazine Name	Avg. Editorial Pages/Copy
1	Byte	209
2	80 Micro	183
3	Playboy	173
4	Reader's Digest	163
5	Los Angeles Magazine	149
6	Cosmopolitan	144
7	Penthouse	141
8	Glamour	133
9	Bride's	132
10	Chicago	129
11	Soap Opera Digest	129
12	American Health	126
13	Modern Bride	124
14	Creative Computing	120
15	Mademoiselle	120
16	Playgirl	117
17	San Diego Magazine	116
18	Southern Living	116
19	Architectural Digest	115
20	Boston	112
21	Harvard Business Rvw.	112
22	Gentlemen's Quarterly	109
23	Harper's Bazaar	108
24	Texas Monthly	107
25	Sunset	106
26	Compute	105
27	TV Guide	105
28	Forum	103
29	Scientific American	103
30	Town & Country	103
31	Country Living	102
32	Yankee	102
33	Philadelphia	101
34	Genesis	100
35	High Technology	100
36	Smithsonian	100
37	Technology Illustrated	100
38	House & Garden	99
39	Prevention	97
40	Microcomputing	95
41	Popular Mechanics	95
42	California	94
43	Omni	94
44	Delta Sky	90
45	Home Magazine	90
46	Science Digest	89
47	Yachting	89
48	Road & Track	88
49	Better Homes & Gardens	87
50	Popular Photography	87

Top 50 consumer magazines by average subscription price

Rank '82	Magazine Name	Average Sub. Price ($)
1	Frequent Flyer	37.00
2	People	35.77
3	Time	34.71
4	Architectural Digest	34.35
5	Sports Illustrated	32.76
6	Air Force Times	32.00
7	Army Times	32.00
8	Navy Times	32.00
9	Hustler	31.69
10	Business Week	31.02
11	Jet	30.91
12	Forbes	30.42
13	Cheri	30.00
14	Crain's Chicago Business	30.00
15	Chic	29.19
16	Fortune	28.47
17	Newsweek	27.34
18	Harvard Business Review	27.00
19	Sporting News	26.94
20	Club International	26.84
21	Geo	26.81
22	Soldier of Fortune	25.78
23	W	25.68
24	Club	25.34
25	U.S. News & World Report	25.11
26	Audubon	25.00
27	80 Micro	25.00
28	Genesis	25.00
29	Microcomputing	25.00
30	Players	25.00
31	New York Magazine	24.72
32	Penthouse	24.10
33	InfoWorld	24.00
34	The New Yorker	23.04
35	Creative Computing	23.00
36	Omni	22.79
37	TV Guide	22.48
38	Vogue	22.27
39	Financial World	21.47
40	Science News	21.27
41	Gallery	21.17
42	Money	20.99
43	Scientific American	20.46
44	Compute	20.00
45	Los Angeles Magazine	19.86
46	Cosmopolitan	19.75
47	Sail	19.70
48	Oui	19.68
49	Discover	19.40
50	Easyriders	19.04

Figures are FOLIO estimates for the calendar year 1982.

Top 50 consumer monthlies by total revenue

Rank '82	Rank '81	Magazine Name	1982 Total Revenue ($000) (ad revenue + circ. revenue)	% Chg. '81/'82
1	1	Reader's Digest	288,380	10.1
2	2	Playboy	188,737	-6.0
3	3	Good Housekeeping	184,452	10.9
4	5	National Geographic	165,769	2.4
5	4	Better Homes and Gardens	165,559	-4.6
6	6	Penthouse	165,491	6.3
7	8	Cosmopolitan	127,564	5.1
8	7	McCall's Magazine	124,413	-1.8
9	9	Ladies' Home Journal	96,968	-4.9
10	10	Redbook	86,106	-7.9
11	11	Glamour	82,459	4.1
12	12	Vogue	77,872	13.8
13	13	Southern Living	73,743	17.1
14	18	Money	56,140	36.6
15	16	Smithsonian	55,306	12.1
16	15	Life	54,350	4.6
17	17	Sunset	50,193	3.6
18	14	Hustler	47,812	-10.4
19	20	Mademoiselle	45,431	14.4
20	21	Field & Stream	44,569	12.4
21	22	Architectural Digest	43,591	11.0
22	24	Seventeen	43,439	13.0
23	27	Consumer Reports	42,998	15.3
24	25	Prevention	41,259	8.1
25	29	Ebony	39,381	9.9
26	23	Popular Mechanics	39,202	1.6
27	28	Popular Science	38,731	4.6
28	32	Parents	38,145	27.0
29	ni	Travel & Leisure	38,080	17.6
30	26	Popular Photography	37,990	1.6
31	19	House & Garden	36,019	-10.8
32	31	Bon Appetit	35,733	7.7
33	33	Omni	33,285	11.6
34	34	Golf Digest	33,094	16.5
35	35	Outdoor Life	32,615	15.5
36	30	Scientific American	31,147	-8.8
37	38	Harper's Bazaar	30,352	18.6
38	37	House Beautiful	29,816	6.6
39	39	Self	29,451	16.7
40	36	Mechanix Illustrated	29,158	3.8
41	41	Car and Driver	27,829	17.4
42	ni	Discover	26,737	48.6
43	43	Road & Track	26,644	16.2
44	49	Changing Times	26,224	33.5
45	46	Gentlemen's Quarterly	25,467	24.5
46	ni	Byte	25,310	63.3
47	45	Modern Photography	23,909	8.3
48	ni	Organic Gardening	23,414	11.9
49	ni	Town & Country	23,334	20.6
50	ni	Esquire	22,991	34.4

Top 50 consumer magazines by subscription revenue

Rank '82	Rank '81	Magazine Name	1982 Subscription Revenue ($000)	% Chg. '81/'82
1	2	TV Guide	178,293	34.1
2	1	Reader's Digest	169,425	25.8
3	4	Time	146,821	18.8
4	3	National Geographic	142,283	14.7
5	5	Newsweek	76,330	0.2
6	6	Sports Illustrated	75,719	9.7
7	7	Better Homes and Gardens	56,345	-11.1
8	9	U.S. News & World Report	51,585	9.1
9	8	McCall's Magazine	50,504	1.5
10	10	Playboy	43,942	10.1
11	12	Consumer Reports	39,998	14.6
12	13	Good Housekeeping	39,294	15.7
13	11	Ladies' Home Journal	38,491	-2.4
14	15	Smithsonian	31,436	23.4
15	16	Southern Living	29,346	17.2
16	14	Redbook	28,967	-10.4
17	18	Prevention	27,043	20.1
18	19	People	24,748	18.9
19	17	Business Week	24,366	3.7
20	22	Highlights for Children	22,3[illegible]2	33.6
21	20	Forbes	20,764	9.3
22	23	Guideposts	20,616	24.1
23	24	Money	16,486	20.7
24	21	Fortune	18,477	4.0
25	29	Travel & Leisure	17,123	27.6
26	31	Modern Maturity	16,444	27.9
27	33	Changing Times	16,443	34.4
28	26	Life	15,479	6.3
29	30	Jet	15,303	16.7
30	27	Architectural Digest	14,987	3.0
31	37	Organic Gardening	14,791	10.7
32	43	Parents	14,243	30.8
33	25	Popular Science	14,077	-7.3
34	46	Discover	14,040	39.4
35	44	Natl. Geographic World	13,962	28.3
36	36	Field & Stream	13,839	15.6
37	28	Sunset	13,311	-0.9
38	34	Bon Appetit	13,261	8.4
39	47	Outdoor Life	12,645	27.5
40	35	1001 Home Ideas	12,610	5.0
41	39	Mother Earth News	12,602	9.2
42	38	Ebony	12,466	4.9
43	ni	Sporting News	11,367	24.2
44	40	Scientific American	11,248	-2.5
45	49	Yankee	10,818	17.3
46	42	The New Yorker	10,793	-3.4
47	ni	Vogue	10,775	28.4
48	ni	Health	10,732	19.1
49	50	Golf Digest	10,694	16.0
50	ni	Seventeen	10,625	36.4

*n.i. = not included last year

Figures are FOLIO estimates for the calendar year 1982.

Top 50 consumer magazines by ad revenue per copy

Rank '82	Magazine Name	Avg. Advertising Revenue/Copy ($)
1	Bride's	7.42
2	Modern Bride	6.89
3	Byte	5.52
4	Yachting	4.58
5	San Diego Magazine	4.57
6	Los Angeles Magazine	4.56
7	D (Dallas/Ft. Worth)	4.54
8	Houston Home & Grdn.	4.46
9	Town & Country	4.40
10	Fortune	4.32
11	Sail	4.14
12	Texas Monthly	3.74
13	Boston	3.61
14	The Washingtonian	3.54
15	Forbes	3.47
16	Boating	3.45
17	Inc.	3.40
18	Chicago	3.33
19	Architectural Digest	3.30
20	Skiing	3.29
21	Philadelphia	3.27
22	Business Week	3.23
23	Ski	3.15
24	Vogue	3.10
25	Popular Photography	2.91
26	Motor Boating & Sailing	2.80
27	80 Micro	2.77
28	Dun's Business Month	2.68
29	Money	2.54
30	American Way	2.37
31	Car and Driver	2.24
32	Harper's Bazaar	2.18
33	Road & Track	2.16
34	The New Yorker	2.14
35	Crain's Chicago Busn.	2.13
36	Black Enterprise	2.12
37	W	2.12
38	Creative Computing	2.10
39	Sunset	2.06
40	Gentlemen's Quarterly	2.03
41	Stereo Review	2.00
42	Cosmopolitan	1.97
43	Cycle	1.97
44	California	1.95
45	Glamour	1.89
46	House & Garden	1.89
47	Scientific American	1.88
48	Modern Photography	1.87
49	Motor Trend	1.86
50	Travel & Leisure	1.83

Top 50 consumer magazines by circulation revenue per copy

Rank '82	Magazine Name	Avg. Circulation Revenue/Copy ($)
1	Harvard Business Rvw.	4.51
2	Audubon	4.15
3	Swank	3.50
4	Velvet	3.50
5	Hustler	3.48
6	High Society	3.29
7	Club	3.22
8	Chic	3.21
9	Eros	3.20
10	Club International	3.16
11	Architectural Digest	3.15
12	Frequent Flyer	3.08
13	Genesis	3.02
14	Cheri	3.00
15	Penthouse	2.94
16	Gallery	2.90
17	Soldier of Fortune	2.80
18	Oui	2.76
19	Players	2.74
20	Modern Bride	2.55
21	Microcomputing	2.52
22	Mother Earth News	2.49
23	Bride's	2.42
24	Geo	2.38
25	80 Micro	2.37
26	High Technology	2.32
27	Omni	2.31
28	Creative Computing	2.25
29	Vogue	2.24
30	Playgirl	2.21
31	Early American Life	2.18
32	Compute	2.17
33	Technology Illustrated	2.06
34	Playboy	2.01
35	Forum	1.99
36	Colonial Homes	1.98
37	Gentlemen's Quarterly	1.97
38	Easyriders	1.96
39	Byte	1.91
40	Heavy Metal	1.90
41	Bassmaster	1.88
42	Sail	1.85
43	Los Angeles Magazine	1.83
44	Money	1.80
45	American Health	1.79
46	Scientific American	1.78
47	Life	1.77
48	Cosmopolitan	1.74
49	Nuestro	1.73
50	Spring	1.73

Figures are FOLIO estimates for the calendar year 1982.

Top 100 consumer magazines by total annual circulation

Rank '82		Magazine Name	Circulation per year ('82)	Frequency (issues/yr.)
1	1	Parade	1,132,648,816	52
2	2	TV Guide	897,535,444	52
3	3	Family Weekly	648,547,900	52
4	4	National Enquirer	269,998,059	53
5	5	Time	234,515,736	52
6	6	Reader's Digest	216,431,508	12
7	7	The Star	203,079,864	52
8	8	Newsweek	156,652,600	52
9	10	People	131,125,284	51
10	12	Sports Illustrated	127,519,961	53
11	9	National Geographic	126,525,780	12
12	11	Family Circle	122,690,377	17
13	15	The Globe	110,523,660	52
14	13	U.S. News & World Report	108,315,942	51
15	14	Woman's Day	104,514,210	15
16	ni	N.Y. News Magazine	103,279,852	52
17	16	Better Homes and Gardens	96,850,116	12
18	18	N.Y. Times Magazine	78,616,356	52
19	17	McCall's Magazine	74,815,476	12
20	20	Good Housekeeping	65,054,172	12
21	19	Ladies' Home Journal	62,040,372	12
22	21	Playboy	56,116,128	12
23	ni	National Examiner	54,292,234	58
24	24	Modern Maturity	49,333,350	6
25	22	Redbook	48,942,264	12
26	23	Penthouse	46,782,300	12
27	25	Guideposts	44,045,880	12
28	26	Business Week	41,471,772	51
29	28	Jet	37,814,712	52
30	29	Consumer Reports	37,224,000	12
31	30	Grit	36,432,396	52
32	31	Cosmopolitan	34,371,324	12
33	32	American Legion	30,673,560	12
34	33	Prevention	30,241,116	12
35	34	Us	28,390,492	26
36	37	Daily Word	27,600,000	12
37	36	The New Yorker	26,361,400	52
38	41	Sporting News	25,710,100	52
39	40	Southern Living	25,487,580	12
40	38	Glamour	24,782,700	12
41	39	Field & Stream	24,311,088	12
42	35	Decision	24,000,000	12
43	42	Smithsonian	23,650,872	12
44	44	Popular Science	22,027,824	12
45	43	New York Magazine	21,561,450	50
46	53	V.F.W. Magazine	21,543,552	12
47	49	Outdoor Life	20,194,464	12
48	57	Natl. Geographic World	19,827,288	12
49	48	Parents	19,689,396	12
50	46	Popular Mechanics	19,484,868	12
51	47	Mechanix Illustrated	19,318,056	12
52	52	Rolling Stone	19,179.825	25
53	50	True Story	18,739,560	12
54	60	Forbes	18,483,816	26
55	51	Boys' Life	17,978,976	12
56	55	Seventeen	17,943,480	12
57	54	Changing Times	17,941,260	12
58	58	Life	17,617,788	12
59	56	Fortune	17,609,150	26
60	69	Workbasket	17,372,370	10
61	59	Sunset	17,095,704	12
62	61	The Elks Magazine	16,374,060	10
63	62	Soap Opera Digest	16,165,500	26
64	66	Organic Gardening	15,868,716	12
65	68	Our Sunday Visitor	15,317,536	52
66	64	Ebony	15,151,932	12
67	67	Bon Appetit	15,117,456	12
68	77	Mademoiselle	14,742.864	12
69	73	Vogue	14,582,172	12
70	79	Highlights for Children	14,486,164	11
71	72	Psychology Today	14,121,408	12
72	65	Hustler	13,734,732	12
73	84	1001 Home Ideas	13,703,976	12
74	76	Barron's	13,684,268	52
75	70	Sesame Street	13,268,736	12
76	71	Playbill	13,127,400	12
77	86	Money	12,949,284	12
78	80	'Teen	12,622,536	12
79	82	Golf Digest	12,567,480	12
80	83	Self	12,226,296	12
81	93	The Dial	12,120,000	12
82	75	House & Garden	12,052,284	12
83	85	American Baby	12,004,536	12
84	ni	New Woman	11,930,897	11
85	81	Travel & Leisure	11,382,012	12
86	88	The Family Handyman	11,045,560	10
87	78	Sport	10,855,500	12
88	90	Yankee	10,593,684	12
89	89	Popular Photography	10,447,548	12
90	ni	Discover	10,242,624	12
91	91	Health	10,234,140	12
92	92	House Beautiful	10,137,408	12
93	74	Nation's Business	10,087,800	12
94	94	Travel/Holiday	9,625,092	12
95	87	Hot Rod	9,499,692	12
96	ni	Golf Magazine	9,126,972	12
97	97	Science News	8,999,016	52
98	96	Omni	8,939,796	12
99	ni	Motor Trend	8,931,540	12
100	ni	Weight Watchers	8,868,804	12

*n.i. = not included last year

Figures are FOLIO estimates for the calendar year 1982.

Fastest growing consumer magazines

The *fastest growing consumer magazines* sections of The Folio 400 rank magazines by their growth in major revenue areas during 1982. Growth is shown as the percentage of change in 1982 performance over 1981 performance. Each growth section ranks growth in one performance measure (advertising revenue, average circulation, etc.) and each consists of six tables. The first table in each section ranks the 10 fastest growing consumer magazines overall, regardless of the magazines' size.

The remaining five tables in each section are rankings of growth within logically assigned 'divisions.' These divisions were devised so that growth percentages could be viewed in proper perspective. Clearly, a given revenue increase for a small magazine would represent a larger growth percentage for that magazine than the same revenue increase would for a larger magazine. The assignment of growth divisions serves to minimize such distortions in comparing the growth of one magazine to that of another. (Another way to view growth in perspective is to use *net change* measures. See net change tables elsewhere in the study.)

A magazine can be in more than one division, depending on the growth table. For example, ***Prevention*** is a division 1 magazine by average circulation, but because of its comparatively small newsstand sales is a division 5 newsstand magazine.

The table below shows all magazines that appeared in four or more different growth sections. For additional information about growth, consult the market analyses. Each market analysis contains up to 10 separate growth and net change tables. Growth rankings for business magazines appear in sections 83-106.

Consumer magazines ranked by number of appearances in 'Fastest growing consumer magazines' sections

(Most appearances possible is 8)

8 appearances
Byte
Southern Living

7 appearances
Country Living
Discover
Four Wheel & Off Road
High Technology
Money
National Enquirer

6 appearances
Modern Maturity
Parents

5 appearances
Autoweek
Bicycling
Games
Home Magazine
New Woman
Outdoor Life
People
Prevention
The Globe
Venture
Working Woman

4 appearances
Bassmaster
Circus
Computers & Electronics
The Dial
Family Circle
The Family Handyman
Forbes
Frequent Flyer
Harvard Business Review
Highlights for Children
Houston Home & Garden
Modern Bride
Motorland
National Examiner
National Geographic World
New Shelter
Science Digest
Self
TV Guide
Us
Vogue
Working Mother

[illegible]

[illegible]

		[illegible]	[illegible]
1	Frequent Flyer	11,767	151.5
2	Country Living	16,668	125.2
3	High Technology	6,834	98.9
4	National Examiner	29,505	76.3
5	New Woman	26,183	76.2
6	Working Mother	10,764	74.4
7	Byte	25,310	63.3
8	Venture	5,887	57.7
9	Audubon	10,858	57.6
10	National Enquirer	197,823	56.2

[illegible]

		[illegible]	[illegible]
1	National Enquirer	197,823	56.2
2	Money	56,140	36.6
3	Parents	38,145	27.0
4	The Globe	54,349	26.2
5	New York Magazine	38,162	19.1
6	Harper's Bazaar	30,352	18.6
7	Travel & Leisure	38,080	17.6
8	Southern Living	73,743	17.1
9	Forbes	86,843	17.0
10	Golf Digest	33,094	16.5

Division Two

[illegible]

		[illegible]	%Chg. [illegible]
1	Country Living	16,668	125.2
2	National Examiner	29,505	76.3
3	New Woman	26,183	76.2
4	Byte	25,310	63.3
5	Discover	26,737	48.6
6	Working Woman	16,367	48.3
7	Esquire	22,991	34.4
8	Modern Maturity	26,231	34.1
9	The Family Handyman	17,949	34.1
10	Highlights for Children	22,322	33.6

Division Three

($10 - $15 million total revenue)

		[illegible]	%Chg. [illegible]
1	Frequent Flyer	11,767	151.5
2	Working Mother	10,764	74.4
3	Audubon	10,858	57.6
4	American Legion Magazine	10,252	41.8
5	Natl. Geographic World	13,962	28.3
6	Signature	12,105	27.2
7	Bassmaster	10,010	26.8
8	Computers & Electronics	11,979	24.0
9	Weight Watchers	11,549	22.6
10	Science Digest	12,935	19.1

Division Four

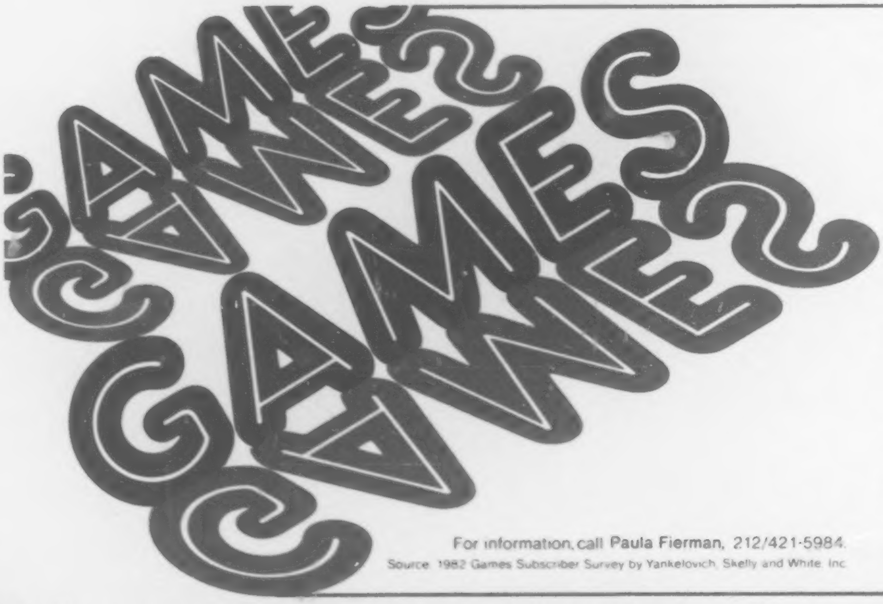
($5 - $10 million total revenue)

		(000)	%Chg. '81/'82
1	High Technology	6,834	98.9
2	Venture	5,887	57.7
3	Home Magazine	9,191	55.3
4	Motorland	5,512	53.0
5	Bicycling	6,398	52.6
6	The Dial	8,401	41.8
7	Four Wheel & Off Road	5,016	34.3
8	Harvard Business Review	8,662	33.2
9	Games	8,789	33.0
10	World Tennis	9,572	31.7

Division Five

(Less than $5 million total revenue)

		(000)	%Chg. '81/'82
1	Autoweek	4,998	31.4
2	Outside	4,816	29.1
3	Flower & Garden	4,174	28.5
4	Circus Magazine	4,258	27.0
5	50 Plus	4,864	22.9
6	Success	3,621	13.6
7	Science News	4,095	13.1
8	American Artist	4,719	12.9
9	Shooting Times	4,465	10.2
10	Daily Word	4,600	10.1



GAMES

READERS'

9.7 HOURS'

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DOUBLE

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For information, call Paula Fierman, 212/421-5984.

Source: 1982 Games Subscriber Survey by Yankelovich, Skelly and White, Inc.

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]

	[illegible]	($000)	%Chg. '81/'82
1	Soap Opera Digest	1,355	287.1
2	Country Living	5,312	273.3
3	High Technology	2,066	187.8
4	Discover	9,579	82.0
5	Venture	3,345	77.3
6	New Woman	7,004	77.2
7	Working Woman	10,221	72.2
8	Bicycling	3,338	72.1
9	Home Magazine	3,155	71.5
10	Working Mother	6,532	68.9

Division One

	(Over $25 million advertising revenue)	($000)	%Chg. '81/'82
1	Money	32,896	43.2
2	National Enquirer	30,051	25.2
3	New York Magazine	25,519	20.3
4	Forbes	64,172	19.0
5	People	159,319	17.1
6	Southern Living	41,258	16.7
7	Vogue	45,154	11.9
8	Field & Stream	27,608	11.9
9	Family Circle	106,197	11.7
10	Parade	157,256	10.5

Division Two

	[illegible]	($000)	%Chg. '81/'82
1	Working Woman	10,221	72.2
2	Esquire	13,250	66.2
3	Byte	18,794	64.9
4	W	11,046	31.1
5	Self	13,562	25.5
6	Road & Track	16,976	25.3
7	Institutional Investor	16,058	24.1
8	Parents	22,197	23.5
9	Sports Afield	11,107	23.1
10	Motor Trend	13,283	23.0

Division Three

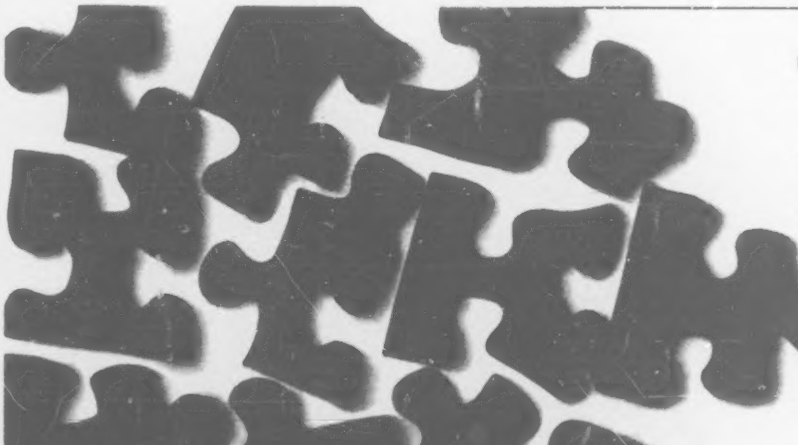
	[illegible]	($000)	%Chg. '81/'82
1	Country Living	5,312	273.3
2	Discover	9,579	82.0
3	New Woman	7,004	77.2
4	Working Mother	6,532	68.9
5	Modern Maturity	9,787	46.0
6	Us	8,710	41.5
7	Changing Times	9,024	37.0
8	The Family Handyman	7,356	35.9
9	Car Craft	5,536	33.5
10	Black Enterprise	6,358	31.5

Division Four

	[illegible]	($000)	%Chg. '81/'82
1	Venture	3,345	77.3
2	Bicycling	3,338	72.1
3	Home Magazine	3,155	71.5
4	Weight Watchers	3,398	38.3
5	Houston Home & Garden	4,972	37.2
6	Autoweek	3,171	36.8
7	Trailer Life	4,270	26.8
8	American Photographer	3,685	26.0
9	Skin Diver	4,197	24.0
10	The Dial	4,200	23.5

Division Five

	(Less than $3 million advertising revenue)	($000)	%Chg. '81/'82
1	Soap Opera Digest	1,355	287.1
2	High Technology	2,066	187.8
3	Games	2,196	83.1
4	Soldier of Fortune	1,115	74.2
5	Food & Wine	2,663	62.0
6	The Atlantic	2,727	49.4
7	Four Wheel & Off Road	2,184	43.3
8	Outside	2,389	41.2
9	New Shelter	2,915	38.7
10	Frequent Flyer	2,148	34.2



GAMES'

2.2 MILLION
SUPER-ACTIVE
CUSTOMERS
FIT YOUR
MARKETING
PUZZLE.

For information, call Paula Fierman, 212/421-5984.

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]

		Average Circ.	%Chg. '81/'82
1	Home Magazine	541,945	63.1
2	National Examiner	936,073	42.4
3	Byte	283,940	37.3
4	High Technology	342,409	30.4
5	Venture	200,741	30.4
6	Harvard Business Review	233,504	29.1
7	Working Mother	388,418	28.1
8	Country Living	751,251	27.6
9	New Shelter	603,629	26.8
10	Discover	853,552	24.3

[illegible]

		Average Circ.	%Chg. '81/'82
1	Modern Maturity	8,222,225	15.1
2	The Star	3,905,382	12.5
3	The Globe	2,125,455	12.5
4	National Enquirer	5,094,303	10.3
5	Daily Word	2,300,000	10.1
6	Guideposts	3,670,490	9.4
7	Southern Living	2,123,965	9.3
8	Sports Illustrated	2,406,037	5.3
9	Prevention	2,520,093	3.9
10	People	2,571,084	3.4

Division Two
(1 million - 2 million average circulation)

		Average Circ.	%Chg. '81/'82
1	The Dial	1,010,000	20.0
2	Money	1,079,107	17.1
3	Natl. Geographic World	1,652,274	13.1
4	Highlights for Children	1,316,924	12.7
5	Workbasket	1,737,237	11.5
6	Outdoor Life	1,682,872	9.9
7	Mademoiselle	1,228,572	9.1
8	Self	1,018,858	6.0
9	New York Times Magazine	1,511,853	5.7
10	Parents	1,640,783	5.2

Division Three
(500,000 - 1 million average circulation)

		Average Circ.	%Chg. '81/'82
1	Home Magazine	541,945	63.1
2	National Examiner	936,073	42.4
3	Country Living	751,251	27.6
4	New Shelter	603,629	26.8
5	Discover	853,552	24.3
6	Saturday Evening Post	726,939	23.3
7	Working Woman	522,543	16.3
8	Gentlemen's Quarterly	530,848	16.0
9	Science '82	725,376	13.5
10	Science Digest	552,009	12.0

Division Four
(250,000 - 500,000 average circulation)

		Average Circ.	%Chg. '81/'82
1	Byte	283,940	37.3
2	High Technology	342,409	30.4
3	Working Mother	388,418	28.1
4	50 Plus	273,153	22.5
5	Town & Country	319,315	16.9
6	Black Enterprise	250,415	13.2
7	Sporting News	494,425	11.4
8	Country Journal	282,038	10.2
9	Audubon	367,610	9.3
10	Modern Bride	335,259	8.6

Division Five
(Less than 250,000 average circulation)

		Average Circ.	%Chg. '81/'82
1	Venture	200,741	30.4
2	Harvard Business Review	233,504	29.1
3	Financial World	102,769	22.8
4	Autoweek	115,882	19.6
5	Four Wheel & Off Road	213,298	18.4
6	Bicycling	210,258	16.4
7	Success	225,741	15.9
8	Heavy Metal	220,457	15.8
9	Circus Magazine	162,715	14.2
10	Houston Home & Garden	92,859	14.1

ICD
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Figures are FOLIO estimates for the calendar year 1982.

Fastest growing consumer magazines by advertising pages

	Overall (All divisions)	Ad Pages	%Chg. '81/'82
1	High Technology	276	187.0
2	Soap Opera Digest	304	150.8
3	Country Living	446	134.6
4	New Woman	486	68.0
5	Games	246	65.9
6	Esquire	779	45.8
7	Frequent Flyer	416	44.3
8	Working Woman	1,009	32.6
9	Us	606	32.2
10	Four Wheel & Off Road	613	31.8

	Division One (Over $25 million advertising revenue)	Ad Pages	%Chg. '81/'82
1	Money	1,332	12.9
2	New York Magazine	2,547	9.5
3	Forbes	2,946	6.5
4	Vogue	2,794	2.9
5	TV Guide	3,616	1.5
6	Family Circle	1,691	1.5
7	Southern Living	1,451	1.1
8	Field & Stream	926	0.3
9	National Enquirer	1,404	0.0
10	Fortune	2,726	-0.4

	Division Two ($10 - $25 million advertising revenue)	Ad Pages	%Chg. '81/'82
1	Esquire	779	45.8
2	Working Woman	1,009	32.6
3	W	1,101	16.5
4	Motor Trend	696	13.4
5	Life	623	12.6
6	Hot Rod	672	11.1
7	Byte	4,001	9.0
8	Modern Bride	1,435	8.6
9	Metropolitan Home	807	6.8
10	Popular Science	988	6.1

	Division Three ($5 - $10 million advertising revenue)	Ad Pages	%Chg. '81/'82
1	Country Living	446	134.6
2	New Woman	486	68.0
3	Us	606	32.2
4	American Way	930	31.0
5	Car Craft	876	20.8
6	Changing Times	439	20.7
7	Modern Maturity	192	20.0
8	Ski	718	18.2
9	Sporting News	667	18.2
10	Discover	442	17.1

	Division Four ($2 - $5 million advertising revenue)	Ad Pages	%Chg. '81/'82
1	Trailer Life	1,214	18.5
2	Weight Watchers	308	18.4
3	Bicycling	761	18.0
4	American Photographer	595	15.8
5	Runner's World	554	13.7
6	Bassmaster	440	12.9
7	American Legion Magazine	351	12.1
8	Skin Diver	782	10.6
9	Houston Home & Garden	1,384	9.4
10	Delta Sky	593	7.5

	Division Five (Less than $2 million advertising revenue)	Ad Pages	%Chg. '81/'82
1	High Technology	276	187.0
2	Soap Opera Digest	304	150.8
3	Games	246	65.9
4	Frequent Flyer	416	44.3
5	Four Wheel & Off Road	613	31.8
6	Outside	382	28.2
7	Soldier of Fortune	490	27.6
8	The Atlantic	363	27.0
9	Food & Wine	413	24.1
10	Motorland	312	20.0

PLAYBOY

FACT:

PLAYBOY men spent more money on VCRs last year than the men who read the newsweeklies or sports magazines.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Fastest growing consumer magazines by subscription copies

Overall
(All divisions)

		Sub. Copies	% Chg. '81/'82
1	Country Living	449,496	86.4
2	Home Magazine	495,363	79.5
3	High Technology	256,351	61.1
4	Saturday Evening Post	548,510	54.4
5	Working Mother	352,898	46.5
6	Cosmopolitan	160,550	41.7
7	Science Digest	314,971	39.9
8	American Baby Magazine	63,054	37.9
9	Venture	177,991	32.3
10	Soap Opera Digest	299,506	30.2

Division One
(Over 2 million sub. copies per issue)

		Sub. Copies	% Chg. '81/'82
1	Modern Maturity	8,222,225	15.1
2	TV Guide	7,930,829	11.0
3	Daily Word	2,300,000	10.1
4	Guideposts	3,670,490	9.4
5	Southern Living	2,002,285	9.3
6	Playboy	2,527,100	5.4
7	Sports Illustrated	2,311,227	5.0
8	Prevention	2,431,921	2.5
9	Time	4,229,589	2.4
10	Newsweek	2,791,551	2.4

Division Two
(1 million - 2 million sub. copies per issue)

		Sub. Copies	% Chg. '81/'82
1	The Dial	1,010,000	20.0
2	Natl. Geographic World	1,652,274	13.1
3	Highlights for Children	1,316,924	12.7
4	Workbasket	1,694,337	11.6
5	Outdoor Life	1,491,469	11.3
6	True Story	1,217,905	6.1
7	1001 Home Ideas	1,094,922	5.2
8	Parents	1,546,091	4.3
9	Motorland	1,353,820	4.2
10	The Family Handyman	1,055,556	3.6

Division Three
(500,000 - 1 million sub. copies per issue)

		Sub. Copies	% Chg. '81/'82
1	Saturday Evening Post	548,510	54.4
2	New Shelter	570,923	28.7
3	Discover	723,604	25.7
4	People	691,816	20.5
5	Seventeen	895,763	13.5
6	Money	880,872	11.9
7	Science '82	648,448	11.1
8	Workbench	735,121	10.4
9	Rolling Stone	505,891	10.2
10	House Beautiful	571,705	6.2

Division Four
(250,000 - 500,000 sub. copies per issue)

		Sub. Copies	% Chg. '81/'82
1	Country Living	449,496	86.4
2	Home Magazine	495,363	79.5
3	High Technology	256,351	61.1
4	Working Mother	352,898	46.5
5	Science Digest	314,971	39.9
6	Soap Opera Digest	299,506	30.2
7	Grit	406,726	26.5
8	50 Plus	273,153	22.5
9	Inc.	282,965	21.5
10	Working Woman	497,341	18.2

Division Five
(Less than 250,000 sub. copies per issue)

		Sub. Copies	% Chg. '81/'82
1	Cosmopolitan	160,550	41.7
2	American Baby Magazine	63,054	37.9
3	Venture	177,991	32.3
4	Harvard Business Review	230,321	29.2
5	Byte	213,001	27.1
6	Financial World	96,777	23.5
7	The Globe	55,620	23.0
8	Houston Home & Garden	76,064	19.9
9	Town & Country	233,583	19.2
10	Autoweek	113,949	19.2

PLAYBOY

FACT:

PLAYBOY men spent more money on 35mm cameras last year than the men who read Sports Illustrated or People.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Fastest growing consumer magazines by subscription revenue

Overall
(All divisions)

		($000)	%Chg. '81/'82
1	Frequent Flyer	9,619	212.4
2	Country Living	5,472	186.0
3	New Woman	5,376	95.4
4	Science Digest	4,084	89.4
5	Home Magazine	4,946	79.0
6	Audubon	9,075	70.7
7	The Dial	4,202	66.3
8	High Technology	4,230	66.1
9	American Legion Magazine	6,390	64.1
10	Motorland	4,061	56.3

Division One
(Over 2 million sub. copies per issue)

		($000)	%Chg. '81/'82
1	American Legion Magazine	6,390	64.1
2	TV Guide	178,293	34.1
3	Modern Maturity	16,444	27.9
4	Reader's Digest	169,425	25.8
5	Guideposts	20,616	24.1
6	Prevention	27,043	20.1
7	Time	146,821	18.8
8	Southern Living	29,346	17.2
9	Good Housekeeping	39,294	15.7
10	National Geographic	142,283	14.7

Division Two
(1 million - 2 million sub. copies per issue)

		($000)	%Chg. '81/'82
1	The Dial	4,202	66.3
2	Motorland	4,061	56.3
3	Changing Times	16,443	34.4
4	Highlights for Children	22,322	33.6
5	The Family Handyman	9,843	33.0
6	Parents	14,243	30.8
7	Natl. Geographic World	13,962	28.3
8	Outdoor Life	12,645	27.5
9	True Story	8,764	24.4
10	Smithsonian	31,436	23.4

Division Three
(500,000 - 1 million sub. copies per issue)

		($000)	%Chg. '81/'82
1	Saturday Evening Post	5,585	46.5
2	Metropolitan Home	4,948	40.9
3	Discover	14,040	39.4
4	Catholic Digest	4,132	39.3
5	House Beautiful	6,861	37.9
6	Modern Photography	6,328	36.9
7	Seventeen	10,625	36.4
8	New Shelter	5,487	35.1
9	'Teen	7,307	33.8
10	Signature	5,603	31.2

Division Four
(250,000 - 500,000 sub. copies per issue)

		($000)	%Chg. '81/'82
1	Frequent Flyer	9,619	212.4
2	Country Living	5,472	186.0
3	New Woman	5,376	95.4
4	Science Digest	4,084	89.4
5	Home Magazine	4,946	79.0
6	Audubon	9,075	70.7
7	High Technology	4,230	66.1
8	Computers & Electronics	3,825	53.0
9	Bassmaster	5,378	45.7
10	National Enquirer	9,105	44.1

Division Five
(Less than 250,000 sub. copies per issue)

		($000)	%Chg. '81/'82
1	Motor Boating & Sailing	1,296	54.8
2	American Baby Magazine	533	47.0
3	Harvard Business Review	6,219	45.4
4	Boston	1,009	44.8
5	Venture	2,065	37.9
6	Byte	4,004	37.1
7	Shooting Times	1,408	33.7
8	Air Force Times	3,357	31.0
9	Four Wheel & Off Road	831	29.0
10	Town & Country	3,914	27.0

PLAYBOY

FACT:

PLAYBOY men raise more glasses of beer than the men who read the newsweeklies or sports magazines.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Fastest growing consumer magazines by newsstand revenue

Overall
(All divisions)

		($000)	%Chg. '81/'82
1	High Technology	538	216.2
2	Byte	2,511	112.8
3	Prevention	1,438	83.4
4	National Examiner	26,971	82.9
5	New Woman	13,803	69.3
6	Money	4,758	68.5
7	National Enquirer	158,667	64.7
8	Geo	799	63.5
9	Games	1,707	59.2
10	Country Living	5,884	44.7

Division One
(Over 1 million newsstand copies)

		($000)	%Chg. '81/'82
1	National Enquirer	158,667	64.7
2	The Globe	48,434	26.3
3	Good Housekeeping	34,694	20.3
4	The Star	87,902	12.7
5	Penthouse	132,298	10.9
6	People	103,937	9.6
7	Glamour	27,173	8.9
8	Family Circle	83,470	4.3
9	Cosmopolitan	56,778	0.7
10	TV Guide	242,566	0.3

Division Two
(500,000 - 1 million newsstand copies)

		($000)	%Chg. '81/'82
1	National Examiner	26,971	82.9
2	New Woman	13,803	69.3
3	Mademoiselle	17,256	17.5
4	Self	10,423	17.3
5	Ladies' Home Journal	15,092	15.7
6	Vogue	21,943	11.5
7	Life	15,703	10.6
8	Seventeen	8,993	9.2
9	Us	16,549	9.1
10	Omni	15,245	7.9

Division Three
(250,000 - 500,000 newsstand copies)

		($000)	%Chg. '81/'82
1	Country Living	5,884	44.7
2	Gentlemen's Quarterly	9,163	32.6
3	Harper's Bazaar	9,716	31.3
4	Outdoor Life	3,445	19.8
5	Sesame Street	3,442	19.0
6	Modern Bride	4,821	18.9
7	Playgirl	15,167	8.2
8	Bride's	5,092	7.6
9	House Beautiful	4,915	7.5
10	Rolling Stone	10,060	4.4

Division Four
(100,000 - 250,000 newsstand copies)

		($000)	%Chg. '81/'82
1	Money	4,758	68.5
2	Games	1,707	59.2
3	Circus Magazine	2,830	43.2
4	Sports Afield	3,571	40.9
5	Computers & Electronics	1,424	35.4
6	Four Wheel & Off Road	2,001	27.6
7	Soldier of Fortune	6,046	25.8
8	Consumer Reports	3,000	25.0
9	Southern Living	3,139	20.9
10	Gourmet	3,735	17.1

Division Five
(Less than 100,000 newsstand copies)

		($000)	%Chg. '81/'82
1	High Technology	538	216.2
2	Byte	2,511	112.8
3	Prevention	1,438	83.4
4	World Tennis	571	71.0
5	Geo	799	63.5
6	Bicycling	1,191	53.5
7	W	975	53.1
8	Parents	1,704	47.3
9	Forbes	1,906	46.2
10	Science '82	1,539	37.7

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Figures are FOLIO estimates for the calendar year 1982.

Top 95 consumer magazines net change by newsstand circulation

Rank '82	Magazine Name	1982 News. Circ.	Net Chg. '81/'82
1	National Enquirer	4,605,722	488,419
2	The Star	3,756,484	425,325
3	National Examiner	930,022	276,182
4	The Globe	2,069,835	225,643
5	Mademoiselle	821,707	105,626
6	Good Housekeeping	1,927,427	78,464
7	Glamour	1,293,971	76,488
8	Self	508,435	68,627
9	Money	198,235	63,810
10	Life	654,388	62,494
11	Gentlemen's Quarterly	339,512	51,650
12	Vogue	731,443	42,192
13	Prevention	88,172	35,916
14	Byte	70,939	31,621
15	Circus Magazine	132,481	29,588
16	Modern Bride	296,110	26,126
17	Bride's	339,470	24,073
18	Games	142,240	23,146
19	Heavy Metal	193,897	22,520
20	Four Wheel & Off Road	108,187	21,089
21	Science '82	76,928	21,081
22	Harper's Bazaar	431,823	20,654
23	Motor Trend	209,072	19,458
24	Discover	129,948	19,005
25	Cosmopolitan	2,703,728	17,573
26	Parents	94,692	17,557
27	Success	19,321	16,443
28	Woman's Day	6,916,406	14,669
29	Us	670,000	14,301
30	Essence Magazine	209,600	13,666
31	Sport	176,061	13,115
32	Bassmaster	20,734	12,921
33	Sports Afield	152,614	11,762
34	The Family Handyman	49,000	11,257
35	Computers & Electrncs.	103,577	11,253
36	Golf Digest	94,834	11,130
37	Bicycling	66,185	10,979
38	Southern Living	121,681	10,731
39	Soldier of Fortune	170,323	10,159
40	Early American Life	24,331	9,849
41	Sports Illustrated	94,810	9,849
42	Car and Driver	210,038	9,316
43	Field & Stream	173,409	8,709
44	Town & Country	85,732	8,583
45	Golf Magazine	82,812	8,380
46	Forbes	28,376	6,986
47	Organic Gardening	14,591	6,481
48	Geo	16,654	6,460
49	Black Enterprise	12,569	5,659
50	Inc.	21,843	5,565
51	Ms.	56,187	5,412
52	Barron's	94,081	4,947
53	Travel & Leisure	5,977	4,564
54	Food & Wine	7,610	4,562
55	Time	280,329	4,515
56	Rolling Stone	251,302	4,353
57	Business Week	27,674	4,343
58	Petersen's Hunting	79,651	4,237
59	Skin Diver	34,140	3,642
60	Venture	22,750	3,346
61	Workbasket	42,900	3,243
62	The Washingtonian	36,306	3,175
63	Country Journal	26,089	2,959
64	Boating	48,000	2,437
65	High Technology	44,800	2,300
66	World Tennis	27,199	2,284
67	Dec. & Craft Ideas	51,296	2,239
68	Natural History	19,235	2,106
69	California	31,056	2,005
70	Boston	20,082	1,969
71	'Teen	320,840	1,941
72	Sesame Street	329,688	1,812
73	W	18,062	1,741
74	Yankee	78,888	1,708
75	Trailer Life	19,712	1,600
76	Tennis	53,615	1,272
77	The Atlantic	44,606	1,023
78	San Diego Magazine	11,957	964
79	Los Angeles Magazine	65,143	872
80	Workbench	39,834	834
81	Fortune	28,333	820
82	Runner's World	124,613	676
83	Financial World	5,992	666
84	Audubon	4,602	660
85	Road & Track	238,690	660
86	Autoweek	1,933	633
87	Harvard Business Rvw.	3,183	609
88	Cycle	138,670	602
89	New Shelter	32,706	564
90	Sail	59,467	520
91	Cuisine	78,784	488
92	Yachting	50,687	323
93	New York Magazine	39,422	139
94	Bon Appetit	187,502	117
95	Consumer Reports	150,000	0

Figures are FOLIO estimates for the calendar year 1982.

Top 100 consumer magazines by retailer/newsstand profit

Rank '82	Rank '81	Magazine Name	Retail. Unit Profit/Issue	Total Retail Profit/Issue	Copies Sold/ $1.00 Profit
1	1	Penthouse	0.66	2,425,461	1.52
2	3	Playboy	0.59	1,268,053	1.69
3	4	Family Circle	0.15	1,075,186	6.67
4	6	Cosmopolitan	0.39	1,054,453	2.56
5	5	Woman's Day	0.15	1,037,460	6.67
6	2	TV Guide	0.11	1,026,241	9.09
7	7	Hustler	0.77	861,949	1.30
8	10	National Enquirer	0.14	644,801	7.14
9	8	Good Housekeeping	0.33	636,050	3.03
10	9	Glamour	0.39	504,648	2.56
11	11	People	0.24	451,024	4.17
12	13	Vogue	0.55	402,293	1.82
13	14	The Star	0.10	375,648	10.00
14	16	Club	0.72	362,525	1.39
15	22	Mademoiselle	0.39	320,465	2.56
16	12	Oui	0.65	311,256	1.54
17	20	High Society	0.72	303,153	1.39
18	15	Gallery	0.65	301,436	1.54
19	24	Life	0.44	287,930	2.27
20	19	Cheri	0.66	281,548	1.52
21	17	New Woman	0.39	279,639	2.56
22	25	Omni	0.55	279,485	1.82
23	18	Playgirl	0.57	279,233	1.75
24	21	Ladies Home Journal	0.33	276,688	3.03
25	23	Reader's Digest	0.28	263,095	3.57
26	26	Redbook	0.33	220,805	3.03
27	30	McCall's Magazine	0.31	219,735	3.23
28	29	Forum	0.45	211,856	2.22
29	28	The Globe	0.10	206,983	10.00
30	ni	Better Homes & Gardens	0.34	202,294	2.94
31	27	Genesis	0.67	196,310	1.49
32	36	Self	0.38	193,205	2.63
33	34	Bride's	0.55	186,708	1.82
34	32	Easyriders	0.44	181,235	2.27
35	38	Modern Bride	0.60	177,666	1.67
36	42	Harper's Bazaar	0.41	177,047	2.44
37	43	Gentlemen's Quarterly	0.50	169,756	2.00
38	31	Seventeen	0.28	167,867	3.57
39	33	Velvet	0.77	163,584	1.30
40	ni	Outdoor Life	0.33	162,162	3.03
41	35	Club International	0.70	160,148	1.43
42	40	National Lampoon	0.44	150,382	2.27
43	46	Swank	0.77	141,678	1.30
44	41	Us	0.21	140,700	4.76
45	37	Country Living	0.43	129,754	2.33
46	ni	Players	0.61	123,116	1.64
47	45	Mother Earth News	0.66	123,051	1.52
48	52	Eros	0.70	117,075	1.43
49	50	Hot Rod	0.36	116,512	2.78
50	ni	Architectural Digest	0.92	116,078	1.09
51	48	House & Garden	0.33	115,353	3.03
52	49	Colonial Homes	0.57	114,622	1.75
53	39	Chic	0.71	112,360	1.41
54	54	Soldier of Fortune	0.65	110,709	1.54
55	51	Popular Mechanics	0.28	106,134	3.57
56	47	Science Digest	0.44	104,296	2.27
57	ni	National Examiner	0.11	102,302	9.09
58	56	Road & Track	0.39	93,089	2.56
59	57	Time	0.33	92,508	3.03
60	58	Popular Science	0.33	90,128	3.03
61	53	House Beautiful	0.33	90,116	3.03
62	59	'Teen	0.28	89,835	3.57
63	78	Money	0.44	87,223	2.27
64	60	Rolling Stone	0.34	85,442	2.94
65	68	Heavy Metal	0.44	85,314	2.27
66	64	Ebony	0.39	84,401	2.56
67	55	Bon Appetit	0.42	78,750	2.38
68	62	Popular Hot Rodding	0.39	76,387	2.56
69	63	True Story	0.22	75,619	4.55
70	65	Car Craft	0.33	73,913	3.03
71	67	Newsweek	0.33	72,929	3.03
72	79	Scientific American	0.45	71,919	2.22
73	70	Car and Driver	0.33	69,312	3.03
74	72	Gourmet	0.43	69,068	2.33
75	74	Motor Trend	0.33	68,993	3.03
76	61	Soap Opera Digest	0.21	67,671	4.76
77	91	Sports Afield	0.43	65,624	2.33
78	75	Jet	0.28	65,002	3.57
79	71	Mechanix Illustrated	0.33	64,817	3.03
80	76	Sesame Street	0.19	62,640	5.26
81	66	Saturday Evening Post	0.34	60,665	2.94
82	81	Essence Magazine	0.28	58,688	3.57
83	77	Guns & Ammo	0.39	58,437	2.56
84	82	Sport	0.33	58,100	3.03
85	80	Field & Stream	0.33	57,224	3.03
86	89	Discover	0.44	57,177	2.27
87	90	Southern Living	0.46	55,973	2.17
88	92	Consumer Reports	0.37	55,500	2.70
89	ni	Circus Magazine	0.39	51,667	2.56
90	69	Runner's World	0.41	51,091	2.44
91	87	Popular Photography	0.33	50,339	3.03
92	86	Esquire	0.44	48,414	2.27
93	88	Modern Photography	0.39	48,151	2.56
94	94	Town & Country	0.55	47,152	1.82
95	98	Games	0.33	46,939	3.03
96	ni	Byte	0.65	46,110	1.54
97	85	Weight Watchers	0.28	43,184	3.57
98	95	Dirt Bike	0.33	41,807	3.03
99	96	Cycle World	0.33	40,696	3.03
100	99	Cycle	0.28	38,827	3.57

*n.i. = not included last year

Figures are FOLIO estimates for the calendar year 1982.

Top 100 consumer magazines by avg. newstd. copies sold per issue

Rank '82	'81	Magazine Name	Avg. Newstd. copies sold/issue	%Chg. '81/'82
1	1	TV Guide	9,329,468	-13.1
2	2	Family Circle	7,167,911	-3.6
3	3	Woman's Day	6,916,406	0.2
4	4	National Enquirer	4,605,722	11.9
5	6	The Star	3,756,484	12.7
6	5	Penthouse	3,674,942	-7.6
7	8	Cosmopolitan	2,703,728	0.7
8	7	Playboy	2,149,244	-20.7
9	11	The Globe	2,069,835	12.2
10	10	Good Housekeeping	1,927,427	4.2
11	9	People	1,879,268	-1.7
12	13	Glamour	1,293,971	6.3
13	12	Hustler	1,119,415	-13.9
14	14	Reader's Digest	939,627	-1.4
15	ni	National Examiner	930,022	ne
16	16	Ladies Home Journal	838,451	-3.6
17	19	Mademoiselle	821,707	14.8
18	20	Vogue	731,443	6.1
19	15	New Woman	717,025	-20.9
20	18	McCall's Magazine	708,824	-8.4
21	22	Us	670,000	2.2
22	17	Redbook	669,108	-14.7
23	23	Life	654,388	10.6
24	21	Seventeen	599,527	-12.6
25	ni	Better Homes and Gardens	594,984	-6.6
26	30	Self	508,435	15.6
27	25	Omni	508,156	-13.7
28	29	Club	503,508	-6.6
29	71	Outdoor Life	491,403	-0.2
30	27	Playgirl	489,884	-11.6
31	24	Oui	478,856	-18.8
32	26	Forum	470,793	-16.8
33	28	Gallery	463,748	-15.9
34	36	Harper's Bazaar	431,823	5.0
35	31	Cheri	426,589	-7.5
36	32	High Society	421,046	-6.9
37	33	Easyriders	411,898	-1.6
38	38	Popular Mechanics	379,053	-2.8
39	34	House & Garden	349,556	-16.3
40	40	True Story	343,725	-4.8
41	35	National Lampoon	341,778	-18.1
42	48	Gentlemen's Quarterly	339,512	17.9
43	46	Bride's	339,470	7.6
44	44	Sesame Street	329,688	0.6
45	42	Hot Rod	323,645	-4.3
46	37	Soap Opera Digest	322,244	-19.6
47	45	'Teen	320,840	0.6
48	41	Country Living	301,755	-13.2
49	53	Modern Bride	296,110	9.7
50	39	Grit	293,897	-18.6
51	43	Genesis	293,000	-11.3
52	51	Time	280,329	1.6
53	52	Popular Science	273,117	-0.7
54	47	House Beautiful	273,079	-10.4
55	56	Rolling Stone	251,302	1.7
56	58	Road & Track	238,690	0.3
57	54	Science Digest	237,038	-11.5
58	50	Jet	232,150	-18.3
59	55	Club International	228,784	-12.9
60	59	Car Craft	223,981	-5.4
61	62	Newsweek	220,999	-4.4
62	57	Ebony	216,413	-9.9
63	65	Velvet	212,448	4.1
64	67	Car and Driver	210,038	4.6
65	69	Essence Magazine	209,600	7.0
66	74	Motor Trend	209,072	10.3
67	ni	Players	201,830	ne
68	66	Colonial Homes	201,092	-0.9
69	90	Money	198,235	47.5
70	68	Mechanix Illustrated	196,417	-1.8
71	64	Popular Hot Rodding	195,865	-5.3
72	78	Heavy Metal	193,897	13.1
73	75	Bon Appetit	187,502	0.1
74	73	Mother Earth News	186,441	-1.7
75	76	Swank	183,998	-1.8
76	60	Saturday Evening Post	178,429	-23.8
77	82	Sport	176,061	8.0
78	81	Field & Stream	173,409	5.3
79	83	Soldier of Fortune	170,323	6.3
80	85	Eros	167,250	7.4
81	79	Our Sunday Visitor	165,693	-1.6
82	80	Gourmet	160,624	-4.5
83	77	Scientific American	159,820	-7.7
84	63	Chic	158,254	-25.4
85	72	Weight Watchers	154,229	-19.1
86	88	Sports Afield	152,614	8.4
87	86	Popular Photography	152,544	-0.8
88	87	Consumer Reports	150,000	0.0
89	84	Guns & Ammo	149,839	-5.4
90	96	Games	142,240	19.4
91	89	Cycle	138,670	0.4
92	ni	Circus Magazine	132,481	28.8
93	100	Discover	129,948	17.1
94	93	Dirt Bike	126,689	-1.4
95	ni	Architectural Digest	126,172	-5.4
96	95	Runner's World	124,613	0.5
97	92	Modern Photography	123,466	-5.1
98	94	Cycle World	123,322	-2.9
99	99	Southern Living	121,681	9.7
100	97	Esquire	110,032	-6.4

*n.i. = not included last year
*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

Top 50 consumer magazines by net change in circulation '81/'82

Rank '82	Magazine Name	1982 Avg. Circ.	Net Chg. '81/'82
1	Modern Maturity	8,222,225	1,077,907
2	National Enquirer	5,094,303	474,312
3	The Star	3,905,382	435,359
4	Guideposts	3,670,490	314,535
5	National Examiner	936,073	278,525
6	The Globe	2,125,455	236,053
7	Daily Word	2,300,000	210,807
8	Home Magazine	541,945	209,665
9	Natl. Geographic World	1,652,274	191,411
10	Southern Living	2,123,965	180,864
11	Workbasket	1,737,237	178,928
12	The Dial	1,010,000	168,000
13	Discover	853,552	167,067
14	Country Living	751,251	162,531
15	Money	1,079,107	157,677
16	Outdoor Life	1,682,872	151,632
17	Highlights for Children	1,316,924	148,742
18	Parade	21,781,708	137,589
19	Saturday Evening Post	726,939	137,299
20	Reader's Digest	18,035,959	133,915
21	New Shelter	603,629	127,744
22	Sports Illustrated	2,406,037	120,518
23	Time	4,509,918	102,672
24	Mademoiselle	1,228,572	102,534
25	Prevention	2,520,093	94,958
26	Science '82	725,376	86,002
27	People	2,571,084	85,385
28	Working Mother	388,418	85,219
29	N.Y. Times Magazine	1,511,853	81,495
30	Parents	1,640,783	80,761
31	High Technology	342,409	79,905
32	Byte	283,940	77,074
33	Working Woman	522,543	73,427
34	Gentlemen's Quarterly	530,848	73,275
35	Workbench	774,955	70,099
36	Cosmopolitan	2,864,277	64,819
37	Science Digest	552,009	58,939
38	Self	1,018,858	57,529
39	Good Housekeeping	5,421,181	55,513
40	Newsweek	3,012,550	54,964
41	Motorland	1,353,820	54,675
42	Harvard Business Rvw.	233,504	52,698
43	True Story	1,561,630	52,380
44	Rolling Stone	767,193	51,172
45	Sporting News	494,425	50,640
46	50 Plus	273,153	50,164
47	Smithsonian	1,970,906	48,640
48	The Family Handyman	1,104,556	48,353
49	Venture	200,741	46,777
50	Town & Country	319,315	46,238

Top 50 consumer magazines by net change in sub. circ. '81/'82

Rank '82	Magazine Name	1982 Sub. Circ.	Net Chg. '81/'82
1	Modern Maturity	8,222,225	1,077,907
2	TV Guide	7,930,829	785,154
3	Guideposts	3,670,490	314,535
4	Home Magazine	495,363	219,363
5	Daily Word	2,300,000	210,807
6	Country Living	449,496	208,303
7	Saturday Evening Post	548,510	193,156
8	Natl. Geographic World	1,652,274	191,411
9	Workbasket	1,694,337	175,685
10	Southern Living	2,002,285	170,134
11	The Dial	1,010,000	168,000
12	Outdoor Life	1,491,469	151,920
13	Highlights for Children	1,316,924	148,742
14	Discover	723,604	148,062
15	Reader's Digest	17,096,333	147,209
16	Playboy	2,527,100	129,332
17	New Shelter	570,923	127,180
18	People	691,816	117,520
19	Working Mother	352,898	111,936
20	Sports Illustrated	2,311,227	110,668
21	Seventeen	895,763	106,753
22	Time	4,229,589	98,156
23	High Technology	256,351	97,192
24	Money	880,872	93,867
25	Science Digest	314,971	89,830
26	Grit	406,726	85,167
27	Working Woman	497,341	76,743
28	True Story	1,217,905	69,697
29	Soap Opera Digest	299,506	69,472
30	Workbench	735,121	69,265
31	Better Homes & Grdns.	7,475,859	66,165
32	Newsweek	2,791,551	65,216
33	Science '82	648,448	64,921
34	McCall's Magazine	5,525,799	63,718
35	Parents	1,546,091	63,204
36	Prevention	2,431,921	59,042
37	Motorland	1,353,820	54,675
38	1001 Home Ideas	1,094,922	54,248
39	Sporting News	421,873	52,632
40	Harvard Business Rvw.	230,321	52,089
41	50 Plus	273,153	50,164
42	Inc.	282,965	50,114
43	Family Circle	49,170	49,170
44	U.S. News & World Rep.	2,054,335	49,062
45	Smithsonian	1,969,258	48,822
46	Cosmopolitan	160,550	47,247
47	Rolling Stone	505,891	46,819
48	Byte	213,001	45,453
49	Jet	495,056	45,338
50	Venture	177,991	43,431

Figures are FOLIO estimates for the calendar year 1982.

Fastest growing consumer magazines by avg. newsstand copies sold per issue

Overall (All divisions)		Newsstand Copies/Issue	%Chg. '81/'82
1	Bassmaster	20,734	165.4
2	Black Enterprise	12,569	81.9
3	Byte	70,939	80.4
4	Organic Gardening	14,591	79.9
5	Prevention	88,172	68.7
6	Early American Life	24,331	68.0
7	Geo	16,654	63.4
8	Money	198,235	47.5
9	National Examiner	930,022	42.2
10	Science '82	76,928	37.7

Division One (Over 1 million newsstand copies)		Newsstand Copies/Issue	%Chg. '81/'82
1	The Star	3,756,484	12.7
2	The Globe	2,069,835	12.2
3	National Enquirer	4,605,722	11.9
4	Glamour	1,293,971	6.3
5	Good Housekeeping	1,927,427	4.2
6	Cosmopolitan	2,703,728	0.7
7	Woman's Day	6,916,406	0.2
8	People	1,879,268	-1.7
9	Family Circle	7,167,911	-3.6
10	Penthouse	3,674,942	-7.6

Division Two (500,000 - 1 million newsstand copies)		Newsstand Copies/Issue	%Chg. '81/'82
1	National Examiner	930,022	42.2
2	Self	508,435	15.6
3	Mademoiselle	821,707	14.8
4	Life	654,388	10.6
5	Vogue	731,443	6.1
6	Us	670,000	2.2
7	Reader's Digest	939,627	-1.4
8	Ladies' Home Journal	838,451	-3.6
9	Better Homes & Gardens	594,984	-6.6
10	Club	503,508	-6.6

Division Three (250,000 - 500,000 newsstand copies)		Newsstand Copies/Issue	%Chg. '81/'82
1	Gentlemen's Quarterly	339,512	17.9
2	Modern Bride	296,110	9.7
3	Bride's	339,470	7.6
4	Harper's Bazaar	431,823	5.0
5	Rolling Stone	251,302	1.7
6	Time	280,329	1.6
7	Sesame Street	329,688	0.6
8	'Teen	320,840	0.6
9	Outdoor Life	491,403	-0.2
10	Popular Science	273,117	-0.7

Division Four (100,000 - 250,000 newsstand copies)		Newsstand Copies/Issue	%Chg. '81/'82
1	Money	198,235	47.5
2	Circus Magazine	132,481	28.8
3	Four Wheel & Off Road	108,187	24.2
4	Games	142,240	19.4
5	Discover	129,948	17.1
6	Heavy Metal	193,897	13.1
7	Computers & Electronics	103,577	12.2
8	Motor Trend	209,072	10.3
9	Southern Living	121,681	9.7
10	Sports Afield	152,614	8.4

Division Five (Less than 100,000 newsstand copies)		Newsstand Copies/Issue	%Chg. '81/'82
1	Bassmaster	20,734	165.4
2	Black Enterprise	12,569	81.9
3	Byte	70,939	80.4
4	Organic Gardening	14,591	79.9
5	Prevention	88,172	68.7
6	Early American Life	24,331	68.0
7	Geo	16,654	63.4
8	Science '82	76,928	37,7
9	Inc.	21,843	34.2
10	Forbes	28,376	32.7

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Figures are FOLIO estimates for the calendar year 1982.

Top 100 consumer magazines by newsstand revenue

Rank '82	'81	Magazine Name	1982 Newsstand Revenue ($000)	% Chg. '81/'82
1	1	TV Guide	242,566	0.3
2	3	National Enquirer	158,667	64.7
3	2	Penthouse	132,298	10.9
4	4	People	103,937	9.6
5	7	The Star	87,902	12.7
6	6	Family Circle	83,470	4.3
7	8	Woman's Day	72,660	5.0
8	5	Playboy	68,776	-16.7
9	9	Cosmopolitan	56,778	0.7
10	11	The Globe	48,434	26.3
11	10	Hustler	47,015	-10.3
12	12	Good Housekeeping	34,694	20.3
13	13	Glamour	27,173	8.9
14	ni	National Examiner	26,971	ne
15	15	Vogue	21,943	11.5
16	14	Time	21,866	1.6
17	17	Club	19,637	2.9
18	25	Mademoiselle	17,256	17.5
19	22	Newsweek	17,238	14.7
20	19	High Society	16,623	3.8
21	21	Us	16,549	9.1
22	16	Gallery	16,417	-15.9
23	27	Life	15,703	10.6
24	18	Oui	15,539	-12.1
25	28	Omni	15,245	7.9
26	24	Playgirl	15,167	8.2
27	20	Cheri	15,101	-1.3
28	29	Ladies' Home Journal	15,092	15.7
29	23	Jet	15,090	2.1
30	26	Reader's Digest	14,094	-1.4
31	44	New Woman	13,803	69.3
32	31	Redbook	12,044	2.3
33	33	McCall's Magazine	11,908	2.6
34	30	Forum	11,534	-2.9
35	32	Genesis	10,636	-9.2
36	40	Self	10,423	17.3
37	36	Rolling Stone	10,060	4.4
38	34	Easyriders	9,886	-1.6
39	46	Harper's Bazaar	9,716	31.3
40	48	Gentlemen's Quarterly	9,163	32.6
41	43	Seventeen	8,993	9.2
42	38	Better Homes and Gardens	8,925	-6.6
43	39	Club International	8,717	-6.3
44	37	National Lampoon	8,203	-14.7
45	41	Velvet	8,179	-4.6
46	35	Soap Opera Digest	7,959	-19.6
47	50	Swank	7,728	15.4
48	51	Sports Illustrated	7,562	14.1
49	42	Grit	7,336	-13.2
50	ni	Players	6,660	ne
51	47	Eros	6,422	-8.3
52	54	Hot Rod	6,311	3.7
53	52	Architectural Digest	6,299	0.4
54	53	House & Garden	6,292	0.5
55	45	Chic	6,124	-18.5
56	ni	Barron's	6,115	31.9
57	62	Soldier of Fortune	6,046	25.8
58	70	Country Living	5,884	44.7
59	55	Science Digest	5,689	-3.5
60	56	Popular Mechanics	5,686	-2.8
61	58	Sporting News	5,659	-2.7
62	57	U.S. News & World Report	5,459	-6.4
63	60	Road & Track	5,132	2.7
64	64	Bride's	5,092	7.6
65	61	Popular Science	4,916	-0.7
66	65	House Beautiful	4,915	7.5
67	71	Modern Bride	4,821	18.9
68	63	'Teen	4,813	0.6
69	90	Money	4,758	68.5
70	69	Heavy Metal	4,654	13.1
71	66	Ebony	4,545	5.1
72	74	Bon Appetit	4,313	16.6
73	72	Popular Hot Rodding	4,162	9.1
74	59	True Story	4,125	-23.8
75	67	Car Craft	4,032	-5.4
76	68	Scientific American	3,912	-5.9
77	73	Car and Driver	3,781	1.8
78	78	Motor Trend	3,763	10.3
79	81	Gourmet	3,735	17.1
80	100	Sports Afield	3,571	40.9
81	75	Mechanix Illustrated	3,535	-0.4
82	76	Our Sunday Visitor	3,446	-1.6
83	88	Outdoor Life	3,445	19.8
84	92	Sesame Street	3,442	19.0
85	77	Mother Earth News	3,356	-1.7
86	86	Sport	3,169	8.2
87	89	Guns & Ammo	3,147	10.4
88	85	Essence Magazine	3,144	7.0
89	97	Southern Living	3,139	20.9
90	83	Colonial Homes	3,137	3.0
91	84	Field & Stream	3,121	3.8
92	95	Discover	3,119	17.1
93	ni	Consumer Reports	3,000	25.0
94	80	Runner's World	2,991	-7.0
95	98	New York Magazine	2,957	15.8
96	ni	Business Week	2,851	30.5
97	ni	Circus Magazine	2,830	43.2
98	93	Popular Photography	2,746	-0.8
99	91	Esquire	2,641	-6.4
100	99	The New Yorker	2,630	3.2

*n.i. = not included last year
*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

Top 100 consumer magazines by newsstand copies sold per year

Rank '82	Rank '81	Magazine Name	Newsstand copies sold/year ('82)	Frequency (issues/yr)
1	1	TV Guide	485,132,336	52
2	2	National Enquirer	244,103,266	53
3	3	The Star	195,337,168	52
4	4	Family Circle	121,854,487	17
5	7	The Globe	107,631,420	52
6	5	Woman's Day	103,746,090	15
7	6	People	95,842,668	51
8	ni	National Examiner	53,941,276	58
9	8	Penthouse	44,099,304	12
10	10	Cosmopolitan	32,444,736	12
11	9	Playboy	25,790,928	12
12	11	Good Housekeeping	23,129,124	12
13	13	Us	17,420,000	26
14	16	Glamour	15,527,652	12
15	12	Grit	15,282,644	52
16	17	Time	14,577,108	52
17	14	Hustler	13,432,980	12
18	15	Jet	12,071,800	52
19	18	Newsweek	11,491,948	52
20	19	Reader's Digest	11,275,524	12
21	20	Ladies' Home Journal	10,061,412	12
22	25	Mademoiselle	9,860,484	12
23	26	Vogue	8,777,316	12
24	24	Our Sunday Visitor	8,616,036	52
25	23	McCall's Magazine	8,505,888	12
26	21	Soap Opera Digest	8,378,344	26
27	22	Redbook	8,029,296	12
28	39	New Woman	7,887,275	11
29	29	Life	7,852,656	12
30	27	Seventeen	7,194,324	12
31	28	Better Homes & Gardens	7,139,808	12
32	36	Rolling Stone	6,282,550	25
33	37	Self	6,101,220	12
34	31	Omni	6,097,872	12
35	35	Club	6,042,096	12
36	73	Outdoor Life	5,896,836	12
37	33	Playgirl	5,878,608	12
38	32	Forum	5,649,516	12
39	34	Gallery	5,564,976	12
40	30	Oui	5,267,416	11
41	44	Harper's Bazaar	5,181,876	12
42	38	Cheri	5,119,068	12
43	40	High Society	5,052,552	12
44	47	Sports Illustrated	5,024,930	53
45	41	Easyriders	4,942,776	12
46	46	Barron's	4,892,212	52
47	45	Popular Mechanics	4,548,636	12
48	42	House & Garden	4,194,672	12
49	48	True Story	4,124,700	12
50	43	National Lampoon	4,101,336	12
51	55	Gentlemen's Quarterly	4,074,144	12
52	58	Sesame Street	3,956,256	12
53	49	Hot Rod	3,883,740	12
54	53	'Teen	3,850,080	12
55	52	Sporting News	3,772,756	52
56	50	U.S.News & World Rep.	3,544,908	51
57	51	Genesis	3,516,000	12
58	57	Popular Science	3,277,404	12
59	54	House Beautiful	3,276,948	12
60	79	Country Living	3,017,550	10
61	62	Road & Track	2,864,280	12
62	60	Science Digest	2,844,456	12
63	59	Club International	2,745,408	12
64	63	Car Craft	2,687,772	12
65	61	Ebony	2,596,956	12
66	68	Car and Driver	2,520,456	12
67	70	Essence Magazine	2,515,200	12
68	75	Motor Trend	2,508,864	12
69	ni	Players	2,421,960	12
70	95	Money	2,378,820	12
71	69	Mechanix Illustrated	2,357,004	12
72	66	Popular Hot Rodding	2,350,380	12
73	67	Velvet	2,336,928	11
74	81	Heavy Metal	2,326,764	12
75	76	Bon Appetit	2,250,024	12
76	77	Swank	2,207,976	12
77	86	Sport	2,112,732	12
78	85	Field & Stream	2,080,908	12
79	87	Soldier of Fortune	2,043,876	12
80	89	Bride's	2,036,820	6
81	71	Eros	2,007,000	12
82	83	The New Yorker	2,003,560	52
83	82	New York Magazine	1,971,100	50
84	84	Gourmet	1,927,488	12
85	80	Scientific American	1,917,840	12
86	65	Chic	1,899,048	12
87	74	Weight Watchers	1,850,748	12
88	92	Sports Afield	1,831,368	12
89	90	Popular Photography	1,830,528	12
90	91	Consumer Reports	1,800,000	12
91	88	Guns & Ammo	1,798,068	12
92	94	Modern Bride	1,776,660	6
93	93	Cycle	1,664,040	12
94	96	Runner's World	1,619,969	13
95	78	Saturday Evening Post	1,605,861	9
96	ni	Circus Magazine	1,589,772	12
97	ni	Discover	1,559,376	12
98	100	Dirt Bike	1,520,268	12
99	98	Architectural Digest	1,514,064	12
100	99	Modern Photography	1,481,592	12

*n.i. = not included last year

Figures are FOLIO estimates for the calendar year 1982.

Consumer market performance summaries

Total Revenue

Ranks		Market Name	Total Rev.
82	81		($000)
1	1	Weeklies	3,112,544
2	2	Women's Service	1,170,441
3	4	Newsmagazines	1,101,055
4	3	Affluence	1,033,270
5	8	Women's Lifestyle	607,763
6	5	Men's Entertainment	557,225
7	6	Home Service	544,969
8	7	General Interest Literature	481,910
9	9	Business General	458,169
10	10	Men's Lifestyle	442,586
11	11	Sports	418,357
12	12	General Interest Humanities	312,926
13	13	City Regional	276,679
14	14	Sunday Syndicated	258,676
15	15	Women's Fashion	252,625
16	16	Sciences (General)	170,108
17	20	Personal Finance	140,784
18	17	Men's Service	133,893
19	18	Youth	131,066
20	21	Outdoor	126,062
21	19	Automotive	122,764
22	*n.i.	Health & Fitness	104,179
23	23	Black Ethnic	101,085
24	22	Women's Special Interest	88,657
25	24	Culinary	86,107
26	25	Travel	82,842
27	*n.i.	Computers: Personal & Home	79,341
28	26	Lifestyle Self Sufficiency	59,174
29	27	Business Financial	47,880
30	29	Business Professional Svcs.	41,067
31	30	Bridal	40,846
32	*n.i.	Maturity	31,090
33	31	Inflight	30,065

Advertising Revenue

Ranks		Market Name	Ad Rev.
82	81		($000)
1	1	Weeklies	1,702,762
2	4	Newsmagazines	698,477
3	2	Affluence	698,276
4	3	Women's Service	628,926
5	5	Business General	353,405
6	8	Women's Lifestyle	323,614
7	6	Home Service	295,316
8	7	Sunday Syndicated	258,676
9	9	Sports	257,915
10	10	General Interest Literature	224,711
11	11	City Regional	177,480
12	12	Women's Fashion	144,782
13	13	Men's Lifestyle	132,536
14	14	Men's Entertainment	107,009
15	15	General Interest Humanities	83,680
16	17	Automotive	72,891
17	16	Men's Service	68,709
18	18	Outdoor	68,033
19	19	Sciences (General)	59,529
20	*n.i.	Computers: Personal & Home	47,433
21	20	Black Ethnic	44,875
22	26	Personal Finance	43,869
23	22	Culinary	38,508
24	23	Youth	38,106
25	25	Travel	36,226
26	*n.i.	Health & Fitness	34,134
27	21	Women's Special Interest	31,010
28	28	Bridal	30,350
29	24	Inflight	30,065
30	29	Business Financial	29,052
31	30	Lifestyle Self Sufficiency	18,822
32	31	Business Professional Svcs.	17,480
33	*n.i.	Maturity	11,360

Advertising Pages

Ranks		Market Name	Total
82	81		Ad. Pgs.
1	2	Affluence	39,921
2	1	Weeklies	37,086
3	3	City Regional	24,616
4	5	Women's Lifestyle	18,542
5	4	Business General	17,676
6	*n.i.	Computers: Personal & Home	16,094
7	6	Home Service	14,843
8	7	Women's Service	13,981
9	8	Sports	10,710
10	11	Newsmagazines	9,851
11	9	General Interest Literature	9,406
12	10	Women's Fashion	8,686
13	12	Automotive	7,014
14	14	Business Financial	5,646
15	17	Sciences (General)	4,966
16	15	Business Professional Svcs.	4,908
17	18	Outdoor	4,754
18	20	Men's Lifestyle	4,366
19	16	Men's Service	4,056
20	19	Inflight	3,960
21	21	Black Ethnic	3,361
22	23	Women's Special Interest	3,175
23	25	Travel	3,163
24	4	Bridal	3,102
25	28	Youth	2,833
26	26	Culinary	2,827
27	22	General Interest Humanities	2,791
28	*n.i.	Health & Fitness	2,683
29	27	Men's Entertainment	2,444
30	30	Personal Finance	2,291
31	29	Lifestyle Self Sufficiency	2,083
32	31	Sunday Syndicated	1,682
33	*n.i.	Maturity	542

Average Circulation

Ranks		Market Name	Total
82	81		Avg.Circ.
1	1	Weeklies	84,044,895
2	2	Women's Service	51,173,972
3	3	Sunday Syndicated	34,253,783
4	4	General Interest Literature	22,813,784
5	5	Home Service	22,389,399
6	6	Affluence	19,341,497
7	9	Women's Lifestyle	18,414,169
8	7	General Interest Humanities	15,827,268
9	8	Men's Entertainment	14,111,120
10	12	Newsmagazines	12,052,347
11	10	Men's Lifestyle	10,346,442
12	11	Youth	9,069,055
13	*n.i.	Maturity	8,495,378
14	13	Sports	8,287,754
15	16	Personal Finance	7,492,167
16	14	Women's Special Interest	7,183,133
17	15	Men's Service	6,777,414
18	17	City Regional	6,579,720
19	19	Sciences (General)	6,258,731
20	*n.i.	Health & Fitness	5,838,468
21	20	Outdoor	5,573,587
22	18	Business General	5,518,679
23	21	Women's Fashion	5,384,430
24	23	Travel	4,328,888
25	22	Automotive	3,919,994
26	25	Culinary	3,497,947
27	24	Lifestyle Self Sufficiency	3,275,257
28	26	Black Ethnic	2,888,007
29	*n.i.	Computers: Personal & Home	1,578,687
30	27	Inflight	1,438,060
31	28	Business Professional Svcs.	1,275,512
32	29	Bridal	705,480
33	31	Business Financial	465,848

*n.i. = not included last year

Figures are FOLIO estimates for the calendar year 1982.

Consumer market performance summaries

Subscription Revenue

Rank	Market Name	Total Sub. Rev. ($000)
1	Weeklies	639,069
2	Newsmagazines	350,455
3	Affluence	276,385
4	Women's Service	274,173
5	General Interest Literature	218,950
6	General Interest Humanities	210,093
7	Home Service	202,523
8	Sports	131,101
9	Women's Lifestyle	99,920
10	Business General	95,588
11	Personal Finance	88,052
12	City Regional	80,930
13	Sciences (General)	79,351
14	Youth	72,882
15	Men's Lifestyle	61,632
16	Health & Fitness	54,827
17	Men's Entertainment	53,809
18	Men's Service	49,846
19	Travel	46,030
20	Outdoor	40,939
21	Women's Special Interest	38,978
22	Culinary	36,267
23	Lifestyle Self Sufficiency	35,813
24	Black Ethnic	33,197
25	Women's Fashion	30,778
26	Business Professional Svcs.	23,598
27	Automotive	20,629
28	Maturity	19,735
29	Computers: Personal & Home	18,431
30	Business Financial	12,482
31	Bridal	583
32	Inflight	0
33	Sunday Syndicated	0

Average Subscription Circulation

Rank	Market Name	Total Avg. Subs.
1	Women's Service	29,929,284
2	Weeklies	23,707,968
3	General Interest Literature	20,742,541
4	Home Service	19,945,361
5	Affluence	15,613,278
6	General Interest Humanities	15,022,789
7	Newsmagazines	11,386,702
8	Women's Lifestyle	9,054,190
9	Maturity	8,495,378
10	Youth	7,686,511
11	Sports	7,210,183
12	Personal Finance	6,956,024
13	City Regional	5,877,555
14	Men's Service	5,847,121
15	Women's Special Interest	5,133,901
16	Health & Fitness	4,989,125
17	Sciences (General)	4,950,181
18	Outdoor	4,708,839
19	Business General	4,622,439
20	Travel	4,273,557
21	Men's Lifestyle	3,594,014
22	Lifestyle Self Sufficiency	3,015,431
23	Men's Entertainment	2,956,419
24	Culinary	2,954,729
25	Automotive	2,408,583
26	Black Ethnic	2,217,277
27	Women's Fashion	2,087,429
28	Business Professional Svcs.	1,261,232
29	Computers: Personal & Home	1,113,722
30	Business Financial	288,263
31	Bridal	69,878
32	Inflight	0
33	Sunday Syndicated	0

Newsstand Revenue

Rank	Market Name	Total Nwstd. Rev. ($000)
1	Weeklies	770,717
2	Men's Entertainment	397,406
3	Women's Service	267,342
4	Men's Lifestyle	228,417
5	Women's Lifestyle	184,227
6	Women's Fashion	77,063
7	Affluence	58,609
8	Newsmagazines	52,125
9	Home Service	46,722
10	General Interest Literature	38,248
11	Sciences (General)	31,312
12	Sports	29,340
13	Automotive	29,245
14	Black Ethnic	23,014
15	Youth	20,078
16	General Interest Humanities	19,053
17	Women's Special Interest	18,670
18	City Regional	17,276
19	Outdoor	17,089
20	Men's Service	15,338
21	Health & Fitness	15,216
22	Computers: Personal & Home	13,475
23	Culinary	11,334
24	Bridal	9,913
25	Business General	9,175
26	Personal Finance	8,863
27	Business Financial	6,346
28	Lifestyle Self Sufficiency	4,540
29	Travel	588
30	Business Professional Svcs.	0
31	Inflight	0
32	Maturity	0
33	Sunday Syndicated	0

Average Newsstand Circulation

Rank	Market Name	Total Avg. Nwstd.
1	Weeklies	24,571,249
2	Women's Service	20,307,365
3	Men's Entertainment	11,153,705
4	Women's Lifestyle	8,422,657
5	Men's Lifestyle	6,752,586
6	Women's Fashion	3,297,006
7	Home Service	2,444,043
8	Affluence	1,932,053
9	General Interest Literature	1,808,184
10	Automotive	1,511,411
11	Youth	1,382,536
12	Sciences (General)	1,240,977
13	Outdoor	1,164,751
14	Women's Special Interest	1,111,908
15	Sports	1,077,574
16	Men's Service	930,293
17	Health & Fitness	849,344
18	General Interest Humanities	804,559
19	City Regional	692,584
20	Black Ethnic	670,732
21	Newsmagazines	665,646
22	Bridal	635,580
23	Culinary	543,219
24	Computers: Personal & Home	471,727
25	Personal Finance	409,612
26	Lifestyle Self Sufficiency	259,827
27	Business General	192,005
28	Business Financial	100,073
29	Travel	35,274
30	Business Professional Svcs.	0
31	Inflight	0
32	Maturity	0
33	Sunday Syndicated	0

Figures are FOLIO estimates for the calendar year 1982.

*n.i. = not included last year

Consumer Newcomers

d Pages

1	80 Micro	2,512
2	InfoWorld	2,238
3	Personal Computing	1,858
4	Creative Computing	1,680
5	Crain's Chicago Bus.	1,311
6	Compute	1,205
7	Microcomputing	1,090
8	Popular Computing	810
9	Video Magazine	708
10	National Examiner	568
11	Crafts Magazine	522
12	Audio	490
13	Savvy	485
14	Technology Illustrated	317
15	Westways	305
16	Americana	195
17	Nuestro	190
18	American Health	186
19	Spring	166
20	Moneysworth	132
21	Great Recipes of World	94
22	Players	67
	Total	**17,796**

Average Circulation

1	National Examiner	936,073
2	Moneysworth	783,841
3	Great Recipes of Wrld.	545,768
4	Westways	461,131
5	Technology Illustrated	390,050
6	Spring	360,920
7	American Health	346,685
8	Americana	304,246
9	Crafts Magazine	268,484
10	Savvy	256,814
11	Personal Computing	234,820
12	Players	204,414
13	Nuestro	198,990
14	Creative Computing	176,690
15	Video Magazine	143,500
16	Popular Computing	142,865
17	Audio	142,027
18	80 Micro	107,751
19	Compute	95,725
20	Microcomputing	88,142
21	InfoWorld	48,896
22	Crain's Chicago Bus.	44,307
	Total	**8,268,290**

Newsstand Revenue

		($000)
1	National Examiner	26,971
2	Players	6,660
3	Creative Computing	2,014
4	Compute	1,734
5	Crafts Magazine	1,687
6	Microcomputing	1,558
7	Great Recipes of World	1,495
8	Personal Computing	1,404
9	Nuestro	1,327
10	Popular Computing	1,323
11	Video Magazine	1,273
12	80 Micro	1,257
13	Technology Illustrated	725
14	Audio	583
15	American Health	581
16	Spring	461
17	Savvy	350
18	InfoWorld	247
19	Americana	221
20	Crain's Chicago Bus.	107
21	Moneysworth	0
22	Westways	0
	Total	**51,978**

Avg. Ad Pages/Copy

1	80 Micro	209
2	Personal Computing	155
3	Creative Computing	140
4	Compute	100
5	Microcomputing	91
6	Popular Computing	67
7	Video Magazine	59
8	Technology Illustrated	53
9	InfoWorld	49
10	Crafts Magazine	44
11	Audio	41
12	Savvy	40
13	American Health	37
14	Moneysworth	33
15	Americana	32
16	Crain's Chicago Bus.	25
17	Westways	25
18	Spring	21
19	Nuestro	19
20	National Examiner	10
21	Great Recipes of World	9
22	Players	6

Ad Revenue

		($000)
1	Personal Computing	4,991
2	Crain's Chicago Bus.	4,905
3	Creative Computing	4,452
4	InfoWorld	3,650
5	80 Micro	3,585
6	Audio	2,526
7	Savvy	2,469
8	National Examiner	2,435
9	Technology Illustrated	2,094
10	Video Magazine	1,988
11	Popular Computing	1,873
12	Compute	1,848
13	Microcomputing	1,511
14	Americana	966
15	Crafts Magazine	930
16	Spring	842
17	Westways	839
18	American Health	810
19	Moneysworth	665
20	Nuestro	643
21	Great Recipes of World	288
22	Players	135
	Total	**62,247**

Total Revenue

(ad rev. + circ. rev.)

		($000)
1	National Examiner	29,505
2	Creative Computing	9,222
3	Personal Computing	8,547
4	Technology Illustrated	6,913
5	Players	6,860
6	80 Micro	6,648
7	Crain's Chicago Bus.	5,971
8	Great Recipes of World	5,934
9	Savvy	5,303
10	Crafts Magazine	4,848
11	InfoWorld	4,737
12	Spring	4,527
13	Moneysworth	4,427
14	Popular Computing	4,383
15	Compute	4,340
16	Audio	4,203
17	Microcomputing	4,172
18	Video Magazine	4,170
19	Nuestro	4,092
20	Westways	4,067
21	American Health	3,916
22	Americana	3,864
	Total	**158,451**

Avg. Total Pgs./Copy

(ad pages + edit. pages)

1	80 Micro	392
2	Creative Computing	260
3	Compute	205
4	Microcomputing	185
5	American Health	163
6	Technology Illustrated	153
7	Popular Computing	145
8	Video Magazine	126
9	Crafts Magazine	101
10	Audio	97
11	Westways	85
12	InfoWorld	69
13	Spring	66
14	Crain's Chicago Bus.	48
15	Americana	n.e.*
16	Great Recipes of World	n.e.*
17	Moneysworth	n.e.*
18	National Examiner	n.e.*
19	Nuestro	n.e.*
20	Personal Computing	n.e.*
21	Players	n.e.*
22	Savvy	n.e.*

Avg. Ad Rev./Copy

		($)
1	80 Micro	2.77
2	Crain's Chicago Bus.	2.13
3	Creative Computing	2.10
4	Personal Computing	1.77
5	Compute	1.61
6	Audio	1.48
7	InfoWorld	1.46
8	Microcomputing	1.43
9	Video Magazine	1.15
10	Popular Computing	1.09
11	Technology Illustrated	0.90
12	Savvy	0.80
13	Americana	0.53
14	American Health	0.47
15	Nuestro	0.32
16	Crafts Magazine	0.29
17	Spring	0.29
18	Moneysworth	0.21
19	Westways	0.15
20	Players	0.06
21	Great Recipes of World	0.05
22	National Examiner	0.04

Avg. Subscrip. Circ.

1	Moneysworth	752,309
2	Westways	461,131
3	Great Recipes of Wrld.	437,069
4	Spring	320,510
5	Technology Illustrated	303,284
6	American Health	288,588
7	Americana	285,383
8	Savvy	240,171
9	Personal Computing	179,765
10	Crafts Magazine	179,669
11	Nuestro	132,660
12	Creative Computing	119,800
13	Audio	110,492
14	Popular Computing	98,780
15	Video Magazine	82,884
16	80 Micro	72,241
17	Microcomputing	44,132
18	InfoWorld	43,005
19	Compute	37,937
20	Crain's Chicago Bus.	31,968
21	National Examiner	6,051
22	Players	2,585
	Total	**4,230,414**

Avg. Newstnd. Circ.

(copies sold/issue)

1	National Examiner	930,022
2	Players	201,830
3	Great Recipes of Wrld.	108,699
4	Crafts Magazine	88,815
5	Nuestro	66,330
6	Video Magazine	60,617
7	Technology Illustrated	60,450
8	American Health	58,098
9	Compute	57,789
10	Creative Computing	56,890
11	Personal Computing	55,055
12	Popular Computing	44,085
13	Microcomputing	44,010
14	Spring	40,410
15	80 Micro	35,510
16	Audio	31,536
17	Americana	18,864
18	Savvy	16,643
19	InfoWorld	5,891
20	Crain's Chicago Bus.	2,754
21	Moneysworth	0
22	Westways	0
	Total	**1,984,298**

Avg. Edit. Pgs./Copy

1	80 Micro	183
2	American Health	126
3	Creative Computing	120
4	Compute	105
5	Technology Illustrated	100
6	Microcomputing	95
7	Popular Computing	77
8	Video Magazine	67
9	Westways	60
10	Crafts Magazine	58
11	Audio	56
12	Spring	45
13	Crain's Chicago Bus.	23
14	InfoWorld	20
15	Americana	n.e.*
16	Great Recipes of World	n.e.*
17	Moneysworth	n.e.*
18	National Examiner	n.e.*
19	Nuestro	n.e.*
20	Personal Computing	n.e.*
21	Players	n.e.*
22	Savvy	n.e.*

Sub. Revenue

		($000)
1	Great Recipes of World	4,152
2	Technology Illustrated	4,094
3	Moneysworth	3,762
4	Westways	3,228
5	Spring	3,224
6	Creative Computing	2,755
7	Americana	2,678
8	American Health	2,525
9	Savvy	2,485
10	Crafts Magazine	2,231
11	Personal Computing	2,152
12	Nuestro	2,123
13	80 Micro	1,806
14	Popular Computing	1,187
15	Microcomputing	1,103
16	Audio	1,094
17	Crain's Chicago Bus.	959
18	Video Magazine	909
19	InfoWorld	840
20	Compute	759
21	National Examiner	100
22	Players	65
	Total	**44,231**

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*n.e. = not estimated

Affluence

Ad Pages

1	Business Week	4,326
2	N.Y. Times Magazine	4,114
3	The New Yorker	3,902
4	Forbes	2,946
5	Fortune	2,726
6	New York Magazine	2,547
7	Barron's	2,217
8	Town & Country	1,719
9	Architectural Digest	1,625
10	Money	1,332
11	Travel & Leisure	1,117
12	W	1,101
13	Bon Appetit	1,017
14	House Beautiful	1,000
15	Smithsonian	935
16	Golf Digest	879
17	Gourmet	842
18	Dun's Business Month	817
19	Golf Magazine	784
20	Tennis	759
21	Ski	718
22	Runner's World	554
23	Changing Times	439
24	Food & Wine	413
25	The Atlantic	363
26	Home Magazine	313
27	Geo	221
28	Americana	195
	Total	**39,921**

Ad Pages Growth
(1981/1982)

		(%)
1	The Atlantic	27.0
2	Food & Wine	24.1
3	Changing Times	20.7
4	Ski	18.2
5	W	16.5
6	Runner's World	13.7
7	Money	12.9
8	New York Magazine	9.5
9	Forbes	6.5
10	Barron's	6.4
11	Golf Digest	2.5
12	Gourmet	1.3
13	Fortune	-0.4
14	Tennis	-1.4
15	Architectural Digest	-2.1
16	Town & Country	-3.6
17	Travel & Leisure	-3.9
18	Golf Magazine	-4.8
19	N.Y. Times Magazine	-8.8
20	Bon Appetit	-9.1
21	Dun's Business Month	-9.1
22	The New Yorker	-9.4
23	House Beautiful	-9.9
24	Smithsonian	-10.4
25	Business Week	-10.7
26	Geo	-18.3
27	Home Magazine	-21.7
28	Americana	n.e.*

Net Chg. Ad Pages
(1981/1982)

1	New York Magazine	220
2	Forbes	180
3	W	156
4	Money	152
5	Barron's	134
6	Ski	110
7	Food & Wine	80
8	The Atlantic	77
9	Changing Times	75
10	Runner's World	67
11	Golf Digest	21
12	Gourmet	11
13	Tennis	-11
14	Fortune	-12
15	Architectural Digest	-35
16	Golf Magazine	-39
17	Travel & Leisure	-45
18	Geo	-49
19	Town & Country	-64
20	Dun's Business Month	-82
21	Home Magazine	-96
22	Bon Appetit	-102
23	Smithsonian	-108
24	House Beautiful	-110
25	N.Y. Times Magazine	-397
26	The New Yorker	-407
27	Business Week	-520
28	Americana	n.e.*
	Total	**-794**

Avg. Ad Pages/Copy

1	Town & Country	143
2	Architectural Digest	137
3	Forbes	113
4	Money	111
5	Fortune	105
6	Ski	103
7	Travel & Leisure	93
8	Bon Appetit	85
9	Business Week	85
10	House Beautiful	83
11	N.Y. Times Magazine	79
12	Smithsonian	78
13	The New Yorker	75
14	Golf Digest	73
15	Gourmet	70
16	Dun's Business Month	68
17	Golf Magazine	65
18	Tennis	63
19	New York Magazine	51
20	Barron's	43
21	Runner's World	43
22	W	41
23	Changing Times	37
24	Food & Wine	34
25	Americana	32
26	The Atlantic	30
27	Home Magazine	26
28	Geo	18

*n.e. = not estimated

(Advertisement)

Within the Affluence market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Barron's, *Bon Appetit* *Business Week*
Changing Times *Food & Wine* *Forbes*
Fortune *Golf Digest* *Golf Magazine*
House Beautiful *Money* *New York*
The New Yorker *Runner's World* *Ski*
Smithsonian *Tennis* *Town & Country*
Travel & Leisure

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publications in this market have commissioned SMRB to provide subscriber or newsstand studies:

Architectural Digest *Geo*

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Horizon, Southern Accents* and *Vanity Fair.*

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, New York 10018

See complete media profile in the *Home Service* market analysis section.

Architectural Digest

Knapp Communications Corporation
5900 Wilshire Boulevard
Los Angeles, California 90036
(213) 937-4740

See complete media profile in the *Home Service* market analysis section.

The Atlantic

The Atlantic Monthly Company
8 Arlington Street
Boston, Massachusetts 02116
(617) 536-9500

See complete media profile in the *General Interest: Literature & Commentary* market analysis section.

Barron's

Dow Jones & Company
420 Lexington Avenue
New York, New York 10017
(212) 285-5374

See complete media profile in the *Business: Financial* market analysis section.

Bon Appetit

Knapp Communications Corporation
600 Madison Avenue
New York, New York 10022
(212) 759-8509

See complete media profile in the *Culinary* market analysis section.

Business Week

McGraw-Hill, Inc.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-1221

See complete media profile in the *Business: General* market analysis section.

Changing Times

The Kiplinger Organization
220 East 42nd Street, Suite 3010
New York, New York 10017
(212) 599-0454

See complete media profile in the *Personal Finance* market analysis section.

Cuisine

CBS Publications, Inc.
1515 Broadway
New York, New York 10036
(212) 719-6000

See complete media profile in the *Culinary* market analysis section.

Affluence *(continued)*

	Ad Revenue	($000)
1	Business Week	133,947
2	Fortune	76,150
3	N.Y. Times Magazine	76,000
4	Forbes	64,172
5	The New Yorker	56,320
6	Money	32,896
7	New York Magazine	25,519
8	Smithsonian	23,836
9	Architectural Digest	22,305
10	Travel & Leisure	20,779
11	Golf Digest	20,647
12	Bon Appetit	18,160
13	House Beautiful	18,040
14	Town & Country	16,848
15	Golf Magazine	13,385
16	W	11,046
17	Gourmet	10,524
18	Ski	9,176
19	Dun's Business Month	9,083
20	Changing Times	9,024
21	Tennis	8,938
22	Barron's	6,355
23	Runner's World	4,070
24	Home Magazine	3,155
25	The Atlantic	2,727
26	Food & Wine	2,663
27	Geo	1,545
28	Americana	966
	Total	**698,276**

	Ad Revenue Growth (1981/1982)	(%)
1	Home Magazine	71.5
2	Food & Wine	62.0
3	The Atlantic	49.4
4	Money	43.2
5	Changing Times	37.0
6	W	31.1
7	Ski	24.0
8	Architectural Digest	20.9
9	Town & Country	20.7
10	New York Magazine	20.3
11	Forbes	19.0
12	Golf Digest	17.0
13	Barron's	13.9
14	Runner's World	12.2
15	Dun's Business Month	12.1
16	Tennis	11.8
17	Travel & Leisure	9.7
18	N.Y. Times Magazine	8.8
19	Fortune	8.1
20	Golf Magazine	6.6
21	Gourmet	5.4
22	Bon Appetit	5.2
23	Business Week	0.5
24	The New Yorker	0.2
25	Smithsonian	0.1
26	House Beautiful	-2.1
27	Geo	-28.4
28	Americana	n.e.*

	Net Chg. Ad Revenue (1981/1982)	($000)
1	Forbes	10,249
2	Money	9,931
3	N.Y. Times Magazine	6,175
4	Fortune	5,707
5	New York Magazine	4,312
6	Architectural Digest	3,852
7	Golf Digest	2,998
8	Town & Country	2,891
9	W	2,618
10	Changing Times	2,436
11	Travel & Leisure	1,840
12	Ski	1,776
13	Home Magazine	1,316
14	Food & Wine	1,019
15	Dun's Business Month	982
16	Tennis	945
17	Bon Appetit	904
18	The Atlantic	902
19	Golf Magazine	832
20	Barron's	774
21	Business Week	650
22	Gourmet	535
23	Runner's World	441
24	The New Yorker	94
25	Smithsonian	20
26	House Beautiful	-388
27	Geo	-612
28	Americana	n.e.*
	Total	**63,199**

	Avg. Ad Rev./Copy	($)
1	Town & Country	4.40
2	Fortune	4.32
3	Forbes	3.47
4	Architectural Digest	3.30
5	Business Week	3.23
6	Ski	3.15
7	Dun's Business Month	2.68
8	Money	2.54
9	The New Yorker	2.14
10	W	2.12
11	Travel & Leisure	1.83
12	House Beautiful	1.78
13	Golf Digest	1.64
14	Tennis	1.57
15	Golf Magazine	1.47
16	Gourmet	1.38
17	Bon Appetit	1.20
18	New York Magazine	1.18
19	Smithsonian	1.01
20	N.Y. Times Magazine	0.97
21	Runner's World	0.84
22	Geo	0.64
23	Food & Wine	0.64
24	The Atlantic	0.61
25	Americana	0.53
26	Changing Times	0.50
27	Home Magazine	0.49
28	Barron's	0.46

*n.e. = not estimated

(Advertisement)

Changing Times readers manage to get the most out of life.

*In fact, our index of readers with investment property is higher than Smithsonian, Fortune and Money.**

**1983 Spring MRI*

Meet four of these readers on Page 661.

Figures are FOLIO estimates for the calendar year 1982.

Affluence (continued)

Average Circulation		
1	Smithsonian	1,970,906
2	N.Y. Times Magazine	1,511,853
3	Changing Times	1,495,105
4	Bon Appetit	1,259,788
5	Money	1,079,107
6	Golf Digest	1,047,290
7	Travel & Leisure	948,501
8	House Beautiful	844,784
9	Business Week	813,172
10	Golf Magazine	760,561
11	Forbes	710,916
12	Fortune	677,275
13	Gourmet	634,923
14	Architectural Digest	562,451
15	Home Magazine	541,945
16	The New Yorker	506,950
17	Tennis	474,913
18	New York Magazine	431,229
19	Ski	415,727
20	The Atlantic	372,142
21	Runner's World	371,149
22	Food & Wine	344,261
23	Town & Country	319,315
24	Americana	304,246
25	Dun's Business Month	284,272
26	Barron's	263,159
27	Geo	202,635
28	W	192,902
	Total	**19,341,497**

Avg. Circ. Growth (1981/1982)		(%)
1	Home Magazine	63.1
2	Money	17.1
3	Town & Country	16.9
4	Food & Wine	8.7
5	The Atlantic	6.9
6	N.Y. Times Magazine	5.7
7	Business Week	5.6
8	W	3.6
9	Golf Magazine	3.4
10	New York Magazine	3.0
11	Smithsonian	2.5
12	Golf Digest	2.0
13	Runner's World	1.7
14	Forbes	1.1
15	Barron's	0.9
16	Changing Times	0.9
17	Ski	0.5
18	The New Yorker	0.4
19	House Beautiful	0.2
20	Fortune	-0.1
21	Dun's Business Month	-0.2
22	Architectural Digest	-0.3
23	Gourmet	-1.7
24	Travel & Leisure	-2.1
25	Tennis	-2.9
26	Bon Appetit	-4.6
27	Geo	-21.6
28	Americana	n.e.*

Net Chg. Avg. Circ. (1981/1982)		
1	Home Magazine	209,665
2	Money	157,677
3	N.Y. Times Magazine	81,495
4	Smithsonian	48,640
5	Town & Country	46,238
6	Business Week	43,074
7	Food & Wine	27,465
8	Golf Magazine	24,761
9	The Atlantic	24,078
10	Golf Digest	20,697
11	Changing Times	13,183
12	New York Magazine	12,384
13	Forbes	7,972
14	W	6,697
15	Runner's World	6,284
16	Barron's	2,373
17	The New Yorker	2,182
18	Ski	1,995
19	House Beautiful	1,652
20	Dun's Business Month	-242
21	Fortune	-445
22	Architectural Digest	-1,724
23	Gourmet	-11,240
24	Tennis	-13,941
25	Travel & Leisure	-20,313
26	Geo	-55,809
27	Bon Appetit	-60,294
28	Americana	n.e.*
	Total	**574,504**

Avg. Circ. Rev./Copy		($)
1	Architectural Digest	3.15
2	Geo	2.38
3	Money	1.80
4	Town & Country	1.69
5	Americana	1.59
6	Travel & Leisure	1.52
7	Gourmet	1.46
8	Runner's World	1.44
9	Smithsonian	1.33
10	The Atlantic	1.31
11	Forbes	1.23
12	Fortune	1.17
13	Food & Wine	1.17
14	Bon Appetit	1.16
15	House Beautiful	1.16
16	Barron's	1.09
17	Ski	1.05
18	W	1.05
19	Golf Digest	0.99
20	Changing Times	0.96
21	Home Magazine	0.93
22	Golf Magazine	0.87
23	Tennis	0.85
24	Business Week	0.66
25	New York Magazine	0.59
26	The New Yorker	0.51
27	Dun's Business Month	0.00
28	N.Y. Times Magazine	0.00

*n.e. = not estimated

(Advertisement)

PLAYBOY

FACT:

PLAYBOY reaches more men who own major credit cards than U.S. News and Business Week combined.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Affluence (continued)

Total Revenue (ad rev. + circ. rev.)		($000)
1	Business Week	161,164
2	Fortune	96,684
3	Forbes	86,843
4	N.Y. Times Magazine	76,000
5	The New Yorker	69,743
6	Money	56,140
7	Smithsonian	55,306
8	Architectural Digest	43,591
9	New York Magazine	38,162
10	Travel & Leisure	38,080
11	Bon Appetit	35,733
12	Golf Digest	33,094
13	House Beautiful	29,816
14	Changing Times	26,224
15	Town & Country	23,334
16	Gourmet	21,642
17	Golf Magazine	21,333
18	Barron's	21,313
19	W	16,511
20	Tennis	13,789
21	Ski	12,218
22	Runner's World	11,006
23	Home Magazine	9,191
24	Dun's Business Month	9,083
25	The Atlantic	8,563
26	Food & Wine	7,513
27	Geo	7,330
28	Americana	3,864
	Total	**1,033,270**

Total Rev. Growth (1981/1982)		(%)
1	Home Magazine	55.3
2	Money	36.6
3	Changing Times	33.5
4	W	30.4
5	Food & Wine	29.4
6	The Atlantic	23.0
7	Town & Country	20.6
8	New York Magazine	19.1
9	Travel & Leisure	17.6
10	Barron's	17.3
11	Forbes	17.0
12	Golf Digest	16.5
13	Ski	16.5
14	Gourmet	15.0
15	Golf Magazine	13.8
16	Smithsonian	12.1
17	Architectural Digest	11.0
18	Tennis	10.0
19	N.Y. Times Magazine	8.8
20	Dun's Business Month	7.8
21	Bon Appetit	7.7
22	Fortune	7.4
23	House Beautiful	6.6
24	Runner's World	4.0
25	Business Week	1.4
26	The New Yorker	-0.3
27	Geo	-30.9
28	Americana	n.e.*

Avg. Total Pgs./Copy (ad pages + edit. pages)		
1	Architectural Digest	252
2	Town & Country	247
3	Money	183
4	Ski	179
5	Smithsonian	178
6	House Beautiful	165
7	Travel & Leisure	164
8	Bon Appetit	150
9	Business Week	150
10	Golf Digest	146
11	The New Yorker	144
12	New York Magazine	131
13	Dun's Business Month	129
14	Golf Magazine	128
15	Tennis	126
16	Home Magazine	116
17	N.Y. Times Magazine	115
18	The Atlantic	111
19	Changing Times	89
20	Food & Wine	87
21	Runner's World	85
22	Americana	n.e.*
23	Barron's	n.e.*
24	Forbes	n.e.*
25	Fortune	n.e.*
26	Geo	n.e.*
27	Gourmet	n.e.*
28	W	n.e.*

Avg. Edit. Pgs./Copy		
1	Architectural Digest	115
2	Town & Country	103
3	Smithsonian	100
4	Home Magazine	90
5	House Beautiful	81
6	The Atlantic	80
7	New York Magazine	80
8	Ski	77
9	Golf Digest	72
10	Money	72
11	Travel & Leisure	71
12	The New Yorker	69
13	Business Week	66
14	Bon Appetit	65
15	Golf Magazine	63
16	Tennis	63
17	Dun's Business Month	61
18	Food & Wine	53
19	Changing Times	52
20	Runner's World	42
21	N.Y. Times Magazine	36
22	Americana	n.e.*
23	Barron's	n.e.*
24	Forbes	n.e.*
25	Fortune	n.e.*
26	Geo	n.e.*
27	Gourmet	n.e.*
28	W	n.e.*

*n.e. = not estimated

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men attend health clubs more often than the men who read Sports Illustrated or People.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Affluence (continued)

	Avg. Subscrip. Circ.	
1	Smithsonian	1,969,258
2	Changing Times	1,453,049
3	Bon Appetit	1,072,287
4	Golf Digest	952,457
5	Travel & Leisure	942,524
6	Money	880,872
7	Business Week	785,453
8	Forbes	682,541
9	Golf Magazine	677,769
10	Fortune	648,942
11	House Beautiful	571,705
12	Home Magazine	495,363
13	Gourmet	474,299
14	The New Yorker	468,420
15	Architectural Digest	436,279
16	Tennis	421,298
17	New York Magazine	391,807
18	Food & Wine	336,651
19	Ski	329,368
20	The Atlantic	327,536
21	Americana	285,383
22	Runner's World	246,535
23	Town & Country	233,583
24	Geo	185,981
25	W	174,840
26	Barron's	169,078
27	N.Y. Times Magazine	0
28	Dun's Business Month	n.e.*
	Total	15,613,278

	Subscription Growth (1981/1982)	(%)
1	Home Magazine	79.5
2	Town & Country	19.2
3	Money	11.9
4	The Atlantic	7.6
5	Food & Wine	7.1
6	House Beautiful	6.2
7	Business Week	5.2
8	New York Magazine	3.2
9	W	2.9
10	Golf Magazine	2.5
11	Smithsonian	2.5
12	Runner's World	2.3
13	Ski	2.0
14	Architectural Digest	1.3
15	Changing Times	1.3
16	Golf Digest	1.0
17	The New Yorker	0.6
18	Forbes	0.1
19	N.Y. Times Magazine	0.0
20	Fortune	-0.2
21	Gourmet	-0.8
22	Barron's	-1.5
23	Travel & Leisure	-2.6
24	Tennis	-3.5
25	Bon Appetit	-5.3
26	Geo	-25.1
27	Americana	n.e.*
28	Dun's Business Month	n.e.*

	Net Chg. Subscriptns. (1981/1982)	(Subs.)
1	Home Magazine	219,363
2	Money	93,867
3	Smithsonian	48,822
4	Business Week	38,731
5	Town & Country	37,655
6	House Beautiful	33,283
7	The Atlantic	23,054
8	Food & Wine	22,361
9	Changing Times	17,987
10	Golf Magazine	16,381
11	New York Magazine	12,245
12	Golf Digest	9,568
13	Ski	6,603
14	Runner's World	5,607
15	Architectural Digest	5,518
16	W	4,956
17	The New Yorker	2,846
18	Forbes	987
19	N.Y. Times Magazine	0
20	Fortune	-1,264
21	Barron's	-2,575
22	Gourmet	-3,701
23	Tennis	-15,213
24	Travel & Leisure	-24,878
25	Bon Appetit	-60,411
26	Geo	-62,269
27	Americana	n.e.*
28	Dun's Business Month	n.e.*
	Total	29,523

	Average Sub. Price	
1	Barron's	52.30
2	Architectural Digest	34.35
3	Business Week	31.02
4	Forbes	30.42
5	Fortune	28.47
6	Geo	26.81
7	W	25.68
8	New York Magazine	24.72
9	The New Yorker	23.04
10	Money	20.99
11	Travel & Leisure	18.17
12	Town & Country	16.76
13	Runner's World	16.00
14	Smithsonian	15.96
15	Gourmet	15.57
16	The Atlantic	14.55
17	Food & Wine	14.00
18	Bon Appetit	12.37
19	House Beautiful	12.00
20	Changing Times	11.32
21	Golf Digest	11.23
22	Home Magazine	9.99
23	Golf Magazine	9.47
24	Americana	9.38
25	Tennis	9.00
26	Ski	6.48
27	N.Y. Times Magazine	0.00
28	Dun's Business Month	n.e.*

*n.e. = not estimated

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men bought more theater tickets last year than the men who read U.S. News and Business Week combined.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Affluence *(continued)*

Sub. Revenue		($000)
1	Smithsonian	31,436
2	Business Week	24,366
3	Forbes	20,764
4	Money	18,486
5	Fortune	18,477
6	Travel & Leisure	17,123
7	Changing Times	16,443
8	Architectural Digest	14,987
9	Bon Appetit	13,261
10	The New Yorker	10,793
11	Golf Digest	10,694
12	New York Magazine	9,687
13	Barron's	8,843
14	Gourmet	7,383
15	House Beautiful	6,861
16	Golf Magazine	6,420
17	Geo	4,985
18	Home Magazine	4,946
19	The Atlantic	4,765
20	Food & Wine	4,713
21	W	4,489
22	Runner's World	3,945
23	Town & Country	3,914
24	Tennis	3,792
25	Americana	2,678
26	Ski	2,134
27	N.Y. Times Magazine	0
28	Dun's Business Month	n.e.*
	Total	276,385

Sub. Rev. Growth (1981/1982)		(%)
1	Home Magazine	79.0
2	House Beautiful	37.9
3	Changing Times	34.4
4	Gourmet	30.7
5	Travel & Leisure	27.6
6	Town & Country	27.0
7	Golf Magazine	25.7
8	W	24.9
9	Smithsonian	23.4
10	Money	20.7
11	New York Magazine	16.9
12	Golf Digest	16.0
13	Food & Wine	14.8
14	The Atlantic	12.9
15	Barron's	11.1
16	Forbes	9.3
17	Bon Appetit	8.4
18	Runner's World	5.6
19	Fortune	4.0
20	Business Week	3.7
21	Architectural Digest	3.0
22	Tennis	1.1
23	N.Y. Times Magazine	0.0
24	The New Yorker	-3.4
25	Ski	-3.5
26	Geo	-37.4
27	Americana	n.e.*
28	Dun's Business Month	n.e.*

Newsstand Revenue		($000)
1	Architectural Digest	6,299
2	Barron's	6,115
3	House Beautiful	4,915
4	Money	4,758
5	Bon Appetit	4,313
6	Gourmet	3,735
7	Runner's World	2,991
8	New York Magazine	2,957
9	Business Week	2,851
10	The New Yorker	2,630
11	Town & Country	2,572
12	Fortune	2,056
13	Forbes	1,906
14	Golf Digest	1,753
15	Golf Magazine	1,528
16	Home Magazine	1,090
17	The Atlantic	1,071
18	Tennis	1,059
19	W	975
20	Ski	907
21	Geo	799
22	Changing Times	757
23	Americana	221
24	Travel & Leisure	179
25	Food & Wine	137
26	Smithsonian	35
27	Dun's Business Month	0
28	N.Y. Times Magazine	0
	Total	58,609

Nwstd. Rev. Growth (1981/1982)		(%)
1	Travel & Leisure	540.4
2	Food & Wine	149.1
3	Money	68.5
4	Geo	63.5
5	W	53.1
6	Forbes	46.2
7	Tennis	33.0
8	Barron's	31.9
9	Golf Magazine	30.6
10	Business Week	30.5
11	Smithsonian	28.2
12	Gourmet	17.1
13	The Atlantic	17.0
14	Bon Appetit	16.6
15	New York Magazine	15.8
16	Fortune	15.0
17	Golf Digest	13.1
18	Town & Country	11.1
19	House Beautiful	7.5
20	The New Yorker	3.2
21	Architectural Digest	0.4
22	Dun's Business Month	0.0
23	N.Y. Times Magazine	0.0
24	Ski	-5.1
25	Changing Times	-6.5
26	Runner's World	-7.0
27	Home Magazine	-17.2
28	Americana	n.e.*

*n.e. = not estimated

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men buy more business suits than the men who read U.S. News or Business Week.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Affluence (continued)

	Avg. Newstnd. Circ.	(copies sold/issue)
1	House Beautiful	273,079
2	Money	198,235
3	Bon Appetit	187,502
4	Gourmet	160,624
5	Architectural Digest	126,172
6	Runner's World	124,613
7	Golf Digest	94,834
8	Barron's	94,081
9	Ski	86,359
10	Town & Country	85,732
11	Golf Magazine	82,812
12	Tennis	53,615
13	Home Magazine	46,583
14	The Atlantic	44,606
15	Changing Times	42,056
16	New York Magazine	39,422
17	The New Yorker	38,530
18	Forbes	28,376
19	Fortune	28,333
20	Business Week	27,674
21	Americana	18,864
22	W	18,062
23	Geo	16,654
24	Food & Wine	7,610
25	Travel & Leisure	5,977
26	Smithsonian	1,648
27	Dun's Business Month	0
28	N.Y. Times Magazine	0
	Total	1,932,053

	Newsstand Growth ('81/'82: copies sold/issue)	(%)
1	Travel & Leisure	323.0
2	Food & Wine	203.7
3	Geo	63.4
4	Money	47.5
5	Forbes	32.7
6	Business Week	18.6
7	Golf Digest	13.3
8	Golf Magazine	11.3
9	Town & Country	11.1
10	W	10.7
11	Barron's	5.6
12	Fortune	3.0
13	Tennis	2.4
14	The Atlantic	2.3
15	Runner's World	0.5
16	New York Magazine	0.4
17	Bon Appetit	0.1
18	Dun's Business Month	0.0
19	N.Y. Times Magazine	0.0
20	The New Yorker	-1.7
21	Gourmet	-4.5
22	Ski	-5.1
23	Architectural Digest	-5.4
24	Smithsonian	-9.9
25	Changing Times	-10.3
26	House Beautiful	-10.4
27	Home Magazine	-17.2
28	Americana	n.e.*

	Net Chg. Newsstand ('81/'82: copies sold/issue)	
1	Money	63,810
2	Golf Digest	11,130
3	Town & Country	8,583
4	Golf Magazine	8,380
5	Forbes	6,986
6	Geo	6,460
7	Food & Wine	5,104
8	Barron's	4,947
9	Travel & Leisure	4,564
10	Business Week	4,343
11	W	1,741
12	Tennis	1,272
13	The Atlantic	1,023
14	Fortune	820
15	Runner's World	676
16	New York Magazine	139
17	Bon Appetit	117
18	Dun's Business Month	0
19	N.Y. Times Magazine	0
20	Smithsonian	-182
21	The New Yorker	-665
22	Ski	-4,609
23	Changing Times	-4,804
24	Architectural Digest	-7,241
25	Gourmet	-7,539
26	Home Magazine	-9,698
27	House Beautiful	-31,631
28	Americana	n.e.*
	Total	63,726

	Avg. Nwstd. Price	($)
1	Architectural Digest	4.16
2	Geo	4.00
3	Fortune	2.79
4	Forbes	2.58
5	Town & Country	2.50
6	Travel & Leisure	2.50
7	Business Week	2.02
8	The Atlantic	2.00
9	Money	2.00
10	W	2.00
11	Americana	1.95
12	Home Magazine	1.95
13	Gourmet	1.94
14	Bon Appetit	1.92
15	Runner's World	1.85
16	Smithsonian	1.75
17	Tennis	1.65
18	Golf Digest	1.54
19	Golf Magazine	1.54
20	Changing Times	1.50
21	House Beautiful	1.50
22	Food & Wine	1.50
23	New York Magazine	1.50
24	Ski	1.50
25	The New Yorker	1.31
26	Barron's	1.25
27	Dun's Business Month	0.00
28	N.Y. Times Magazine	0.00

*n.e. = not estimated

Dun's Business Month

Dun & Bradstreet Publishing Inc.
875 Third Avenue
New York, New York 10022
(212) 605-9400

See complete media profile in the *Business: General* market analysis section.

Food & Wine, The Monthly Magazine of

The International Review of Food & Wine
American Express Publishing Corp.
750 Third Avenue
New York, New York 10017
(212) 599-5959

See complete media profile in the *Culinary* market analysis section.

Forbes

Forbes Inc.
60 Fifth Avenue
New York, New York 10011
(212) 620-2200

See complete media profile in the *Business: General* market analysis section.

Fortune

Time Inc.
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212

See complete media profile in the *Business: General* market analysis section.

GEO

Knapp Communications Corporation
680 Fifth Avenue
New York, New York 10022
(212) 265-1930

See complete media profile in the *General Interest: Humanities & the World* market analysis section.

Golf Digest

Golf Digest/Tennis, Inc.
A New York Times Company
495 Westport Avenue
Norwalk, Connecticut 06856
(203) 847-5811

See complete media profile in the *Sports: General & Special Interest* market analysis section.

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, New York 10017
(212) 687-3000

See complete media profile in the *Sports: General & Special Interest* market analysis section.

Gourmet

Gourmet, Inc.
560 Lexington Avenue
New York, New York 10022
(212) 371-1330

See complete media profile in the *Culinary* market analysis section.

Home

Knapp Communications Corporation
600 Madison Avenue
New York, New York 10022
(212) 688-9105

See complete media profile in the *Home Service* market analysis section.

Figures are FOLIO estimates for the calendar year 1982.

House Beautiful

Hearst Corporation
1700 Broadway
New York, New York 10019
(212) 903-5000

See complete media profile in the *Home Service* market analysis section.

'M'

Fairchild Publications
Division of Capital Cities Media Inc.
7 East 12th Street
New York, New York 10003
(212) 741-4390

For more information see complete media profile in the *Men's Lifestyle* market section.

Money

Time, Inc.
1271 Avenue of the Americas
New York, New York 10020
(212) 841-3958

See complete media profile in the *Personal Finance* market analysis section.

New York Magazine

News Group Publications
755 Second Avenue
New York, NY 10017
(212) 880-0700

See complete media profile in the *City & Regional* market analysis section.

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, New York 10036
(212) 556-1203

See complete media profile in the *Weeklies* market analysis section.

The New Yorker Magazine

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, New York 10036
(212) 840-3800

See complete media profile in the *General Interest: Literature & Commentary* market analysis section.

Runner's World

Runner's World Magazine Co. Inc.
1400 Stierlin Road
Mountain View, California 94043
(415) 965-8777

See complete media profile in the *Sports: General & Special Interest* market analysis section.

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, New York 10017
(212) 687-3000

See complete media profile in the *Sports: General & Special Interest* market analysis section.

Smithsonian

Smithsonian Institution National Associates
Arts & Industries Building
900 Jefferson Drive
Washington, D.C. 20560
(202) 357-2888

See complete media profile in the *General Interest: Humanities & the World* market analysis section.

SPORTSTYLE

Fairchild Publishing, div. of Capital Cities Media, Inc.
7 East 12 Street
New York, New York 10003
(212) 741-5970

For more information see complete media profile in the *Men's and Women's Lifestyle* market sections.

When you're haute, you're hot.
FOOD&WINE™
AMERICAN EXPRESS

And *Food & Wine* is very hot. In fact, we're the fastest growing magazine in circulation and advertising in our field. What's the recipe? An approach to fine dining and good living that suits American tastes to a "T." For more delicious details, contact Geff Booth, V.P., Ad. Director, 1120 Ave. of the Americas, New York, N.Y. 10036, (212) 382-5628.
Food & Wine. The guide to good taste.

Tennis

Golf Digest/Tennis Inc.
495 Westport Avenue
Norwalk, Connecticut 06856
(203) 847-5811

See complete media profile in the *Sports: General & Special Interest* market analysis section.

Town & Country

Hearst Corporation
1700 Broadway
New York, New York 10017
(212) 903-5000
Published monthly

Publisher: David McCann
Advertising Director: Carl Portale

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC, BPA
Rate Information:
Rates as of rate card No.66, dated 1/83.

Freq.	BW	4C
1X	9,400	12,100
6X	8,930	11,495
12X	8,460	10,890

Rate Base: 325,000 as of 1/83.

Advertising Data:
- 64% of all advertising space is full page ads.
- 72% of all space is run in full color.
- 97 advertisers placed 1/6 or more in 1982.

Networks or combination buys through which publication is available: Hearst Gold Buy, Hearst Corporate Buy.

Special rate cards available: Art & Antiques, Real estate, Horses, Schools & Camps, Kennels, Pet Products, Livestock, Boats, Mail order, Hotel and Resort, Restaurants.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Retail/mail	365.79	21.3%
2. Apparel	247.89	14.4%
3. Cosmetics	221.44	12.9%
4. Miscellaneous	210.76	12.3%
5 Jewelry	166.69	9.6%
All others	506.68	29.5%
Total Ad Pages	1,719.25	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Wearing apparel	214.2	17.3%
2. General interest	198.1	16%
3. Transportation/travel	157.3	12.7%
4. Home furnishings	127.1	10.3%
5. Culture/humanities	108.0	8.7%
All others	434.7	35%
Total Edit. Pages	1239.4	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 59/41

Syndicated Research: Simmons and MRI.

Other Subscriber Research: Beauty Study, 1982, Globe Research, study on beauty only; Town and Country Shopping Habits, 1980, Town & Country Research Department.

Subscriber Demographics:
- Conducted by: RMH Research
- Date: April 1981
- Sample size: 1,500
- Cooperation/Return rate: 56%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.5%
25-34	14.3%
35-49	27.1%
50-64	36.6%
65 +	15.7%
Median Age	47.2

B. Male/Female Composition:

Male	22.8%
Female	77.2%

C. Household Income:

Under $10,000	2.7%
$10,000-14,999	3.3%
$15,000-19,999	4.0%
$20,000-24,999	5.1%
$25,000-34,999	8.0%
$35,000-49,000	11.7%
$50,000 +	56.0%
Median Income	$63,000

(continued on page 646)

When you're haute, you're hot.
FOOD&WINE™

And *Food & Wine* is very hot. In fact, we're the fastest growing magazine in circulation and advertising in our field. What's the recipe? An approach to fine dining and good living that suits American tastes to a "T." For more delicious details, contact Geff Booth, V.P., Ad. Director, 1120 Ave. of the Americas, New York, N.Y. 10036, (212) 382-5628.
Food & Wine. The guide to good taste.

Figures are FOLIO estimates for the calendar year 1982.

Automotive

Ad Pages

1 Autoweek	1,651
2 Road & Track	1,128
3 Car and Driver	973
4 Car Craft	876
5 Motor Trend	696
6 Hot Rod	672
7 4 Wheel & Off-Road	613
8 Popular Hot Rodding	405
Total	**7,014**

Ad Pages Growth (1981/1982) (%)

1 4 Wheel & Off-Road	31.8
2 Car Craft	20.8
3 Motor Trend	13.4
4 Hot Rod	11.1
5 Autoweek	6.4
6 Road & Track	2.2
7 Car and Driver	-0.3
8 Popular Hot Rodding	-2.6

Net Chg. Ad Pages (1981/1982)

1 Car Craft	151
2 4 Wheel & Off-Road	148
3 Autoweek	99
4 Motor Trend	82
5 Hot Rod	67
6 Road & Track	25
7 Car and Driver	-3
8 Popular Hot Rodding	-11
Total	**558**

Avg. Ad Pages/Copy

1 Road & Track	94
2 Car and Driver	81
3 Car Craft	73
4 Motor Trend	58
5 Hot Rod	56
6 4 Wheel & Off-Road	51
7 Popular Hot Rodding	34
8 Autoweek	32

Ad Revenue ($000)

1 Car and Driver	19,758
2 Road & Track	16,976
3 Motor Trend	13,283
4 Hot Rod	10,473
5 Car Craft	5,536
6 Autoweek	3,171
7 4 Wheel & Off-Road	2,184
8 Popular Hot Rodding	1,510
Total	**72,891**

Ad Revenue Growth (1981/1982) (%)

1 4 Wheel & Off-Road	43.3
2 Autoweek	36.8
3 Car Craft	33.5
4 Road & Track	25.3
5 Motor Trend	23.0
6 Car and Driver	21.6
7 Hot Rod	15.0
8 Popular Hot Rodding	8.0

Net Chg. Ad Revenue (1981/1982) ($000)

1 Car and Driver	3,513
2 Road & Track	3,423
3 Motor Trend	2,480
4 Car Craft	1,388
5 Hot Rod	1,369
6 Autoweek	853
7 4 Wheel & Off-Road	660
8 Popular Hot Rodding	355
Total	**14,041**

Avg. Ad Rev./Copy ($)

1 Car and Driver	2.24
2 Road & Track	2.16
3 Motor Trend	1.86
4 Car Craft	1.15
5 Hot Rod	1.10
6 4 Wheel & Off-Road	0.85
7 Autoweek	0.53
8 Popular Hot Rodding	0.47

Average Circulation

1 Hot Rod	791,641
2 Motor Trend	744,295
3 Car and Driver	734,645
4 Road & Track	654,171
5 Car Craft	400,610
6 Popular Hot Rodding	265,452
7 4 Wheel & Off-Road	213,298
8 Autoweek	115,882
Total	**3,919,994**

Avg. Circ. Growth (1981/1982) (%)

1 Autoweek	19.6
2 4 Wheel & Off-Road	18.4
3 Road & Track	3.5
4 Car and Driver	1.0
5 Popular Hot Rodding	-6.3
6 Car Craft	-8.7
7 Hot Rod	-10.5
8 Motor Trend	-20.7

Net Chg. Avg. Circ. (1981/1982)

1 4 Wheel & Off Road	33,202
2 Road & Track	22,186
3 Autoweek	18,958
4 Car and Driver	7,580
5 Popular Hot-Rodding	-17,940
6 Car Craft	-38,025
7 Hot Rod	-93,116
8 Motor Trend	-154,875
Total	**-222,030**

Avg. Circ. Rev./Copy ($)

1 Popular Hot Rodding	1.49
2 Road & Track	1.23
3 Car Craft	1.20
4 4 Wheel & Off-Road	1.11
5 Hot Rod	1.10
6 Car and Driver	0.92
7 Motor Trend	0.91
8 Autoweek	0.30

(Advertisement)

Within the Automotive market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Car & Driver ***Popular Hot Rodding*** ***Road & Track***

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

Autoweek

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Cars, Dune Buggies & Hot VW's, Four Wheeler, Pickup, Van & 4WD, Off-Road, Owner Operator, Racing, Super Stock & Drag Illustrated*; and approximately 25 non-audited magazines that accept advertising.

AutoWeek

Crain Communications, Inc.
965 East Jefferson Avenue
Detroit, Michigan 48207
(313) 567-9520
Published weekly

Publisher: Keith E. Crain
Other key contacts: M. Reid MacGuidwin, Director of Marketing; Richard A. Hinson, Associate Publisher and Editorial Director.

Editorial Description: AutoWeek is edited for motoring enthusiasts and covers a broad range of automotive topics. Major features include driving impressions and probes of personalities, events and experiences involving new cars, classic cars, project vehicles, race cars and motorcycles. Regular features include technical updates, mechanical advice, travel planners, "how-to" articles and personality columns that range from serious analyses and commentary to humor as the role of transportation and its modes in society are explored. Special sections offer an overview and cover state-of-the-art developments on such subjects as wheels, tires, oil and tuneups, accessories, car care, sound and electronics and photography.

Member: ABC
Rate Information:
Rates as of rate card No.20, dated 11/82.

Freq.	BW	4C
1X	3,982.50	5,967
6X	3,982.50	5,967
12X	3,915	5,724

Figures are FOLIO estimates for the calendar year 1982.

Automotive (continued)

Total Revenue

(ad rev. + circ. rev.)	($000)
1 Car and Driver	27,829
2 Road & Track	26,644
3 Hot Rod	20,924
4 Motor Trend	19,804
5 Car Craft	11,302
6 Popular Hot Rodding	6,247
7 4 Wheel & Off-Road	5,016
8 Autoweek	4,998
Total	122,764

Total Rev. Growth

(1981/1982)	(%)
1 4 Wheel & Off-Road	34.3
2 Autoweek	31.4
3 Car and Driver	17.4
4 Road & Track	16.2
5 Popular Hot Rodding	14.4
6 Car Craft	13.0
7 Motor Trend	10.2
8 Hot Rod	4.1

Avg. Total Pgs./Copy

(ad pages + edit. pages)	
1 Road & Track	182
2 Car and Driver	151
3 Motor Trend	125
4 Car Craft	121
5 Hot Rod	121
6 4 Wheel & Off-Road	107
7 Popular Hot Rodding	95
8 Autoweek	55

Avg. Edit. Pgs./Copy

1 Road & Track	88
2 Car and Driver	70
3 Motor Trend	67
4 Hot Rod	65
5 Popular Hot Rodding	61
6 4 Wheel & Off-Road	56
7 Car Craft	48
8 Autoweek	23

Avg. Subscrip. Circ.

1 Motor Trend	535,223
2 Car and Driver	524,607
3 Hot Rod	467,996
4 Road & Track	415,481
5 Car Craft	176,629
6 Autoweek	113,949
7 4 Wheel & Off-Road	105,111
8 Popular Hot Rodding	69,587
Total	2,408,583

Subscription Growth

(1981/1982)	(%)
1 Autoweek	19.2
2 4 Wheel & Off-Road	13.0
3 Road & Track	5.5
4 Car and Driver	-0.3
5 Popular Hot Rodding	-9.2
6 Car Craft	-12.5
7 Hot Rod	-14.4
8 Motor Trend	-31.2

Net Chg. Subscriptns.

(1981/1982)	(Subs.)
1 Road & Track	21,526
2 Autoweek	18,324
3 4 Wheel & Off-Road	12,113
4 Car and Driver	-1,737
5 Popular Hot Rodding	-7,075
6 Car Craft	-25,269
7 Hot Rod	-78,548
8 Motor Trend	-174,332
Total	-234,998

Average Sub. Price

	($)
1 Autoweek	15.48
2 Road & Track	10.92
3 Car Craft	9.82
4 Hot Rod	8.85
5 Popular Hot Rodding	8.26
6 Car and Driver	8.18
7 4 Wheel & Off-Road	7.91
8 Motor Trend	7.16

Sub. Revenue

	($000)
1 Road & Track	4,536
2 Car and Driver	4,291
3 Hot Rod	4,141
4 Motor Trend	2,758
5 Autoweek	1,764
6 Car Craft	1,734
7 4 Wheel & Off-Road	831
8 Popular Hot Rodding	574
Total	20,629

Sub. Rev. Growth

(1981/1982)	(%)
1 4 Wheel & Off-Road	29.0
2 Autoweek	24.7
3 Popular Hot Rodding	16.5
4 Car and Driver	14.6
5 Car Craft	8.9
6 Road & Track	3.7
7 Hot Rod	-15.5
8 Motor Trend	-26.6

Newsstand Revenue

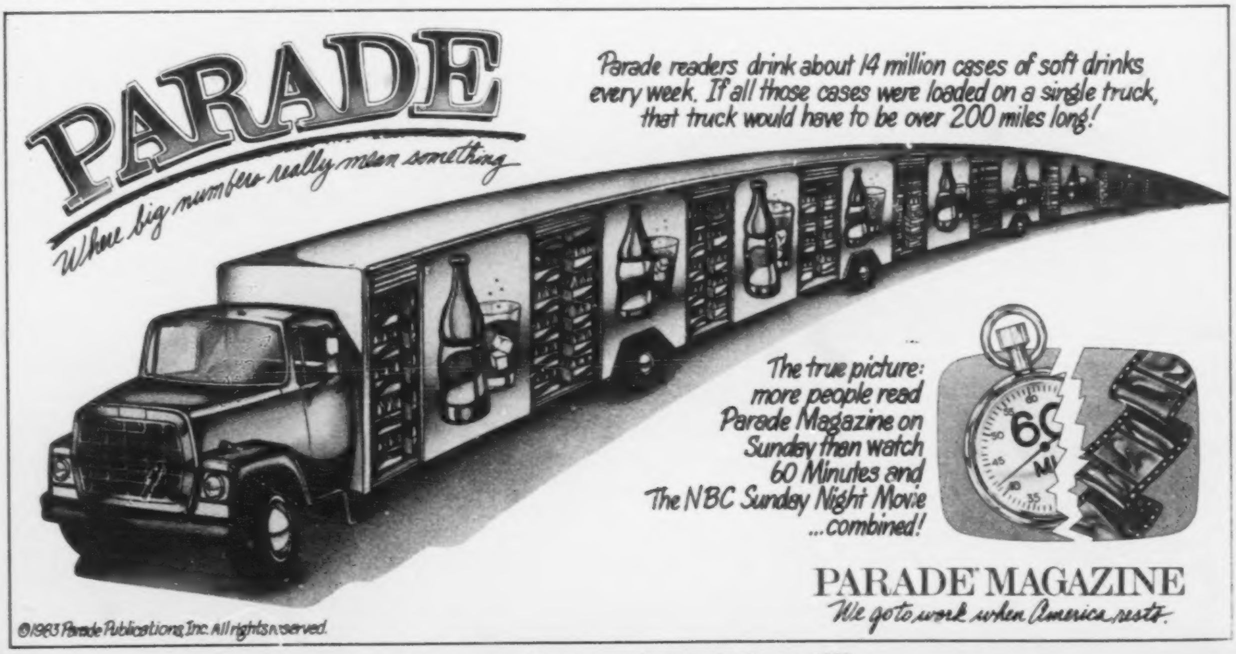
	($000)
1 Hot Rod	6,311
2 Road & Track	5,132
3 Popular Hot Rodding	4,162
4 Car Craft	4,032
5 Car and Driver	3,781
6 Motor Trend	3,763
7 4 Wheel & Off-Road	2,001
8 Autoweek	63
Total	29,245

Nwstd. Rev. Growth

(1981/1982)	(%)
1 4 Wheel & Off-Road	27.6
2 Motor Trend	10.3
3 Popular Hot Rodding	9.1
4 Hot Rod	3.7
5 Road & Track	2.7
6 Car and Driver	1.8
7 Car Craft	-5.4
8 Autoweek	-12.0

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
Where big numbers really mean something
60 MINUTES

Parade readers drink about 14 million cases of soft drinks every week. If all those cases were loaded on a single truck, that truck would have to be over 200 miles long!

The true picture: more people read Parade Magazine on Sunday than watch 60 Minutes and The NBC Sunday Night Movie ...combined!

PARADE MAGAZINE
We go to work when America rests.

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Figures are FOLIO estimates for the calendar year 1982.

220

Avg. Newstnd. Circ.

	(copies sold/issue)
1 Hot Rod	323,645
2 Road & Track	238,690
3 Car Craft	223,981
4 Car and Driver	210,038
5 Motor Trend	209,072
6 Popular Hot Rodding	195,865
7 4 Wheel & Off-Road	108,187
8 Autoweek	1,933
Total	**1,511,411**

Newsstand Growth

('81/'82: copies sold/issue)	(%)
1 Autoweek	48.7
2 4 Wheel & Off-Road	24.2
3 Motor Trend	10.3
4 Car and Driver	4.6
5 Road & Track	0.3
6 Hot Rod	-4.3
7 Popular Hot Rodding	-5.3
8 Car Craft	-5.4

Net Chg. Newsstand

('81/'82: copies sold/issue)	
1 4 Wheel & Off-Road	21,089
2 Motor Trend	19,458
3 Car and Driver	9,316
4 Road & Track	660
5 Autoweek	633
6 Popular Hot Rodding	-10,865
7 Car Craft	-12,756
8 Hot Rod	-14,568
Total	**12,967**

Avg. Nwstd. Price

	($)
1 Road & Track	1.79
2 Popular Hot Rodding	1.77
3 Hot Rod	1.63
4 4 Wheel & Off-Road	1.54
5 Car and Driver	1.50
6 Car Craft	1.50
7 Motor Trend	1.50
8 Autoweek	1.25

Rate Base: 124,098 as of 12/82.

Advertising Data:
- •58% of all advertising space is full page ads.
- •80% of all space is run in full color.
- •42 advertisers placed 1/6 or more in 1982.
- •98 advertisers ran 6X or more in 1982.

Special rate cards available: Mail order

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Accessories	694	42%
2. Automotive	528	32%
3. Tires	297	18%
4. Replacement parts	43	2.6%
5. Wheels	26	1.6%
All others	63	3.8%
Total Ad Pages	1651	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Features	539	45%
2. News	359	30%
3. Columns	300	25%
Total Edit. Pages	1198	100%

Primary SRDS Classification No.: 3

Average Ad/Edit. Ratio: 58/42

Subscriber Demographics:
- •Conducted by: Simmons Market Research Bureau
- •Date: April 1982
- •Sample size: 2,000
- •Cooperation/Return rate: 74.2%
- •Data collection method: Mail

A. Age Breakdown:

18-24	8.2%
25-34	41.6%
35-44	30.4%
45-54	11.5%
55 +	7.3%
Median Age	34.9

B. Male/Female Composition:

Male	98.3%
Female	1.7%

(Advertisement)

PLAYBOY

FACT:

PLAYBOY reaches more men who own an imported car than Sports Illustrated or People.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

C. Household Income:

Under $15,000	2.0%
$15,000-19,999	5.1%
$20,000-24,999	7.9%
$25,000-34,999	21.5%
$35,000-49,999	28.5%
$50,000 +	34.9%
Median Income	$41,381

D. Occupation:

Mgr. /Admin.	27.6%
Prof./Tech.	33.4%
Cler./Sales	10.9%
Other Emp.	19.2%
Not Emp.	7.4%

E. Educational Level:

Not H.S. Grad.	2.9%
H.S. Grad.	15.0%
1-3 Yrs. College	30.7%
Coll. Grad.	51.4%
Post Grad.	25.4%

F. Purchasing and Ownership Indicators:
- •67% own 3 or more cars.
- •27% own a motorcycle.
- •39% own a truck/van.
- •44% own an AM/FM stereo cassette for their car.
- •74% own a 35mm camera.
- •99.5% participate in or attend races.
- •24% own custom wheels.
- •52% own radial tires.
- •78.5% gave advice on vehicle purchase.
- •64.5% gave advice on accessories.

Car and Driver

Ziff-Davis Publishing Company
One Park Avenue
New York, New York 10016
(212) 725-3755
Published monthly

Publisher: David E. Davis, Jr.
Advertising Director: Donald M. Hufford, Associate Publisher
Other key contacts: Melvin S. Berger, Marketing Director

Editorial Description: Car and Driver is edited for automobile enthusiasts, owners and potential owners of a wide range of cars, trucks and automotive accessories. Each issue contains approximately three to four road tests evaluating new cars, plus a selection of features that range from light humor to serious analyses of the automobile's place in modern society. Regular departments include a "For Your Information" news section, personality column, section devoted to motor racing, book reviews and regular columns by individual authors. Approximately one-third of the editorial content is devoted to product evaluation, one-third to departments and columns and one-third to general features.

Member: ABC
Rate Information:
Rates as of rate card No.27, dated 10/82.

Freq.	BW	4C
1X	16,455	25,340
6X	15,630	24,150
12X	14,950	23,100

Rate Base: 725,000 as of 10/82.

Networks or combination buys through which publication is available: Ziff-Davis Magazine Network

Special rate cards available: Mail order

Primary SRDS Classification No.: 3

Market Research Available: New Car Buyers Research, Market Probe International, sample size 6,000-7,000 buyers of new cars and light trucks.

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- •Conducted by: Beta Research Corporation
- •Date: October 1981
- •Sample size: 3,000
- •Cooperation/Return rate: 63%
- •Data collection method: Mail

A. Age Breakdown:

Under 18	4.0%
18-24	18.3%
25-34	34.7%
35-44	20.6%
45-54	11.7%
55 +	10.7%
Median Age	33 years

B. Male/Female Composition:

Male	94.4%
Female	5.6%

C. Household Income:

Under $10,000	4.1%
$10,000-14,999	6.6%
$15,000-19,999	7.7%
$20,000-24,999	11.2%
$25,000-39,999	32.0%
$40,000-49,000	13.1%
$50,000 +	25.3%
Median Income	$33,880

D. Educational Level:

Not H.S. Grad.	8.4%
H.S. Grad.	22.6%
1-3 Yrs. College	28.9%
Coll. Grad.	21.1%
Post Grad.	19.0%

E. Purchasing and Ownership Indicators: Base: Vehicle Owning Households
- •97% own a vehicle.
- •81% own 2 or more vehicles.
- •51% own an import vehicle.
- •32% own vehicle other than passenger car.
- •92% own vehicle equipped with electronic accessory.
- •86% own vehicle with autosound equipment.
- •38% own vehicle with AM/FM cassette tape deck combo.
- •53% bought an auto accessory in the past year.
- •25% own motorcycle.
- •78% advised others in the past year on the purchase of vehicle/accessories.

Car Craft

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Published monthly

Publisher: John Dianna
Advertising Director: Jim P. Walsh

Editorial Description: Car Craft is edited for the drag racing and high-performance automobile enthusiast. Regular features include performance tests of domestic cars, drag racing coverage, personality profiles, "how-to's on auto maintenance and performance modifications, car features and examinations of new speed and safety equipment.

Member: ABC
Rate Information:
Rates as of rate card No.34, dated 1/83.

Freq.	BW	4C
1X	6,400	10,240
6X	6,080	9,730
12X	5,825	9,320

Rate Base: 400,000 as of 1/83.

Advertising Data:
- •77.3% of all advertising space is full page ads.
- •39.6% of all space is run in full color.

Networks or combination buys through which publication is available: Petersen Action Group, Rate Card No. 11.

Demographic or Regional Editions: Four regional editions: Eastern, Southern, Central and Western.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Auto Parts & Access.	282	32%
2. Performance Equip.	222	26%
3. Smoking Material	87	10%
4. Petro/Chemical Prods.	55	6%
5. Mail Order Catalogs	53	6%
All others	177	20%
Total Ad Pages	876	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Street machines	264	40%
2. How-to's	144	33%
3. Races, people	94	16%
4. Monthly departments	72	11%
Total Edit. Pages	574	100%

Primary SRDS Classification No.: 3

Average Ad/Edit. Ratio: 57/43

Subscriber Demographics:
- •Conducted by: Globe Research, Inc.
- •Date: Fall 1980
- •Sample size: 2,000
- •Cooperation/Return rate: 66.4%
- •Data collection method: Mail

A. Age Breakdown:

18-24	52.8%
25-34	35.1%
35-44	8.9%
45-49	1.4%
50 +	1.8%

B. Male/Female Composition:

Male	98%
Female	2%

C. Household Income:

Under $10,000	13.6%
$10,000-14,999	14.5%
$15,000-19,999	15.7%
$20,000-24,999	19.8%
$25,000-34,999	18.9%
$35,000-49,999	11.1%
$50,000 +	6.4%
Median Income	$21,600

D. Occupation:

Prof/Tech	19.2%
Cler/Sales	25.2%
Other Emp.	44.0%
Not Emp.	11.6%

E. Educational Level:

Not H.S. Grad.	20.2%
H.S. Grad.	43.8%
1-3 Yrs. College	25.4%
Coll. Grad.	7.1%
Post Grad.	3.6%

F. Purchasing and Ownership Indicators:
- •62.3% own 2+ cars.
- •50% drive 20,000+ miles per year.
- •80.7% bought tires in the past year.
- •29.9% own a motorcycle.
- •95.5% bought 2+ pairs of jeans in the past year.
- •70.8% bought 2+ pairs of slacks in the past year.
- •64.4% bought 2+ pairs of shoes in the past year.
- •95.1% bought 2+ sports shirts in the past year.

4 Wheel & Off Road

Petersen Publishing Co.
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Published monthly

Publisher: Michael Anson
Advertising Director: Jim P. Walsh

Editorial Description: 4 Wheel & Off Road is edited for the outdoor enthusiast who is interested in both two and four-wheel drive recreational vehicles. On and off-road evaluations of new vehicles, including trail motorcycles, are regularly featured, as are detailed technical how-to's for the do-it-yourselfer. Each issue also contains travel stories designed to show the enthusiast new places to visit with his vehicle. Major off-road racing events are covered, new products are explained, and driving and buying tips are established features.

Member: ABC
Rate Information:
Rates as of rate card No.6, dated 1/83.

Freq.	BW	4C
1X	3,515	5,625
6X	3,340	5,345
12X	3,200	5,120

Rate Base: 185,000 as of 1/83.

Advertising Data:
- •66.2% of all advertising space is full page ads.
- •31.8% of all space is run in full color.

Networks or combination buys through which publication is available: Petersen Action Group Rate Card No. 11.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Auto parts/access.	390	64%
2. Smoking materials	40	7%
3. Performance equip.	38	6%
4. Petro/chem prod.	24	4%
5. Automotive (domestic)	20	3%
All others	101	16%
Total Ad Pages	613	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. How-to	144	21%
2. Features	144	21%
3. Departments	120	18%
4. Technical	96	14%
5. Road test	96	14%
All others	72	12%
Total Edit. Pages	672	100%

Primary SRDS Classification No.: 3

Average Ad/Edit. Ratio: 49.8/50.2

Market Research Available: 1981 Subscriber Research; 2,000 subscribers; Questions on recreational vehicles, equipment, accessories, car ownership, tires, wheels, motorcycles and apparel.

Subscriber Demographics:
- •Conducted by: Globe Research Corp.
- •Date: January/February 1981
- •Sample size: 2,000
- •Cooperation/Return rate: 71.4%
- •Data collection method: Mail

A. Age Breakdown:

18-24	33.1%
25-34	35.0%
35-44	14.1%
45-49	2.8%
50+	31.7%
Median Age	26.5

B. Male/Female Composition:

Male	97%
Female	3%

C. Household Income:

Under $10,000	6.9%
$10,000-14,999	11%
$15,000-19,999	15.3%
$20,000-24,999	18.5%
$25,000-34,999	25.7%
$35,000-49,999	13.5%
$50,000+	9.0%
Median Income	$24,500

D. Occupation:

Mgr. /Prof	20.4%
Cler/Sales	7%
Other Emp.	69.8%
Not Emp.	2.8%

E. Educational Level:

Not H.S. Grad.	18.5%
H.S. Grad.	43.0%
1-3 Yrs. College	24.3%
Coll. Grad.	8.7%
Post Grad.	5.5%

F. Purchasing and Ownership Indicators:
- •35.4% own 2+ cars.
- •60.1% drove 20,000 miles in a year.
- •36.9% own a motorcycle.
- •95.9% bought 2+ jeans in the past year.
- •73.6% bought 2+ dress slacks in the past year.
- •75.4% bought 2+ casual slacks in the past year.
- •49.5% bought 2+ boots in the past year.
- •55.5% bought 2+ pairs of shoes in the past year.
- •96.9% bought 2+ sports shirts in the past year.
- •85.8% bought 2+ dress shirts in the past year.

Hot Rod

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Published monthly

Publisher: Harry Hibler
Advertising Director: Jim P. Walsh

(Advertisement)

GAMES
Let your advertising lead
GAMES' 2.2 million super-active readers
through the electronic products maze.
For information, call Paula Fierman, 212/421-5984

Editorial Description: Hot Rod magazine is written for men with an interest in automotive machinery. Primary editorial concerns modifications they can perform to improve the performance and appearance of their own vehicles. Editorial includes pictoral features on the Street Rod and Street Machine world, rod tips, technical reports, high performance product reports, engine articles, testing of new domestic and import cars, and "Project Car" series. Covers drag racing, including event coverage and tech exams of winning cars.

Member: ABC
Rate Information:
Rates as of rate card No.50, dated 1/83.

Freq.	BW	4C
1X	12,750	20,400
6X	12,115	19,380
12X	11,605	18,565

Rate Base: 800,000 as of 1/83.

Advertising Data:
- 80.3% of all advertising space is full page ads.
- 56.6% of all space is run in full color.

Networks or combination buys through which publication is available: Petersen Action Group

Demographic or Regional Editions: Four regional editions: Eastern, Southern, Central, and Western

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Auto Parts/Access.	156	23%
2. Performance Equip.	122	18%
3. Smoking Material	85	13%
4. Automotive (Dom.)	68	10%
5. Motorcycles	61	9%
All others	180	27%
Total Ad Pages	672	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Technical	240	30.8%
2. Departments	204	26.2%
3. Car Feature	180	23.1%
4. General Feature	120	15.4%
All others	36	4.5%
Total Edit. Pages	780	100.0%

Primary SRDS Classification No.: 3

Average Ad/Edit. Ratio: 49/51

Subscriber Demographics:
- Conducted by: Globe Research Corporation
- Date: May/June, 1980
- Sample size: 2,000
- Cooperation/Return rate: 58.3%
- Data collection method: Mail

A. Age Breakdown:

18-24	35.1%
25-34	28.5%
35-44	12.4%
45-50	2.4%
50+	1.7%
Median Age	24.1

B. Male/Female Composition:

Male	99.8%
Female	.2%

C. Household Income:

Under $10,000	11.2%
$10,000-14,999	13.3%
$15,000-19,999	13.9%
$20,000-24,999	19.1%
$25,000-34,999	23.6%
$35,000-49,999	12.2%
$50,000+	0.7%
Median Income	$23,000

D. Occupation:

Mgr. /Prof	17.3%
Cler/Sales	8.0%
Other Emp.	55.2%
Not Emp.	19.5%

E. Educational Level:

Not H.S. Grad.	21.1%
H.S. Grad.	36.8%
1-3 Yrs. College	26.7%
Coll. Grad.	10.6%
Post Grad.	4.7%

F. Purchasing and Ownership Indicators:
- 55.0% own 2+ cars.
- 54.8% purchased tires.
- 34.0% own motorcycles.
- 77.7% bought 2+ pairs of jeans.
- 76.7% bought 2+ pairs of slacks.
- 35.6% bought 2+ pairs of boots.
- 65.7% bought 2+ pairs of shoes.

Motor Trend

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Published monthly

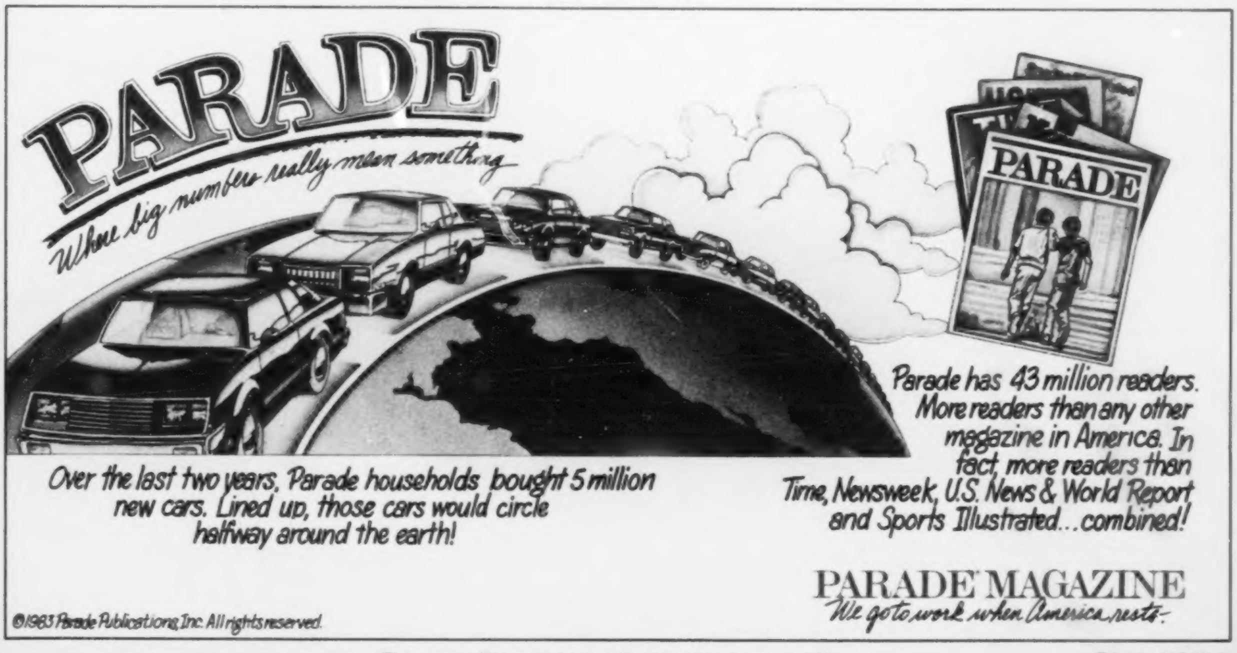
Publisher: Brian Van Mols
Advertising Director: Jim P. Walsh

Editorial Description: Motor Trend is a general interest automotive magazine, featuring domestic, import, and exotic car road tests; antique and classic car features; racing reports; reviews of racing cars; news from inside the auto industry; reports on air pollution control and safety; fuel economy tips do-it-yourself auto repair advice; super-tuning for better performance; consumer buyer's guides of auto equipment and accessories; off-road and recreational vehicles, new car styling and engineering details; and driving impressions of new cars before they go on sale.

(continued on page 413)

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
Where big numbers really mean something
PARADE
Over the last two years, Parade households bought 5 million new cars. Lined up, those cars would circle halfway around the earth!
Parade has 43 million readers. More readers than any other magazine in America. In fact, more readers than Time, Newsweek, U.S. News & World Report and Sports Illustrated...combined!
PARADE MAGAZINE
We go to work when America rests.
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Black ethnic

Ad Pages

1 Ebony	979
2 Essence Magazine	932
3 Jet	833
4 Black Enterprise	617
Total	**3,361**

Ad Pages Growth (1981/1982) (%)

1 Black Enterprise	8.9
2 Ebony	3.7
3 Essence Magazine	-3.9
4 Jet	-10.6

Net Chg. Ad Pages (1981/1982)

1 Black Enterprise	51
2 Ebony	35
3 Essence Magazine	-38
4 Jet	-99
Total	-51

Avg. Ad Pages/Copy

1 Ebony	82
2 Essence Magazine	78
3 Black Enterprise	51
4 Jet	16

Ad Revenue ($000)

1 Ebony	22,371
2 Essence Magazine	10,121
3 Black Enterprise	6,358
4 Jet	6,025
Total	**44,875**

Ad Revenue Growth (1981/1982) (%)

1 Black Enterprise	31.5
2 Ebony	14.0
3 Essence Magazine	7.7
4 Jet	-4.4

Net Chg. Ad Revenue (1981/1982) ($000)

1 Ebony	2,756
2 Black Enterprise	1,523
3 Essence Magazine	723
4 Jet	-275
Total	**4,727**

Avg. Ad Rev./Copy ($)

1 Black Enterprise	2.12
2 Ebony	1.48
3 Essence Magazine	1.30
4 Jet	0.16

Average Circulation

1 Ebony	1,262,661
2 Jet	727,206
3 Essence Magazine	647,725
4 Black Enterprise	250,415
Total	**2,888,007**

Avg. Circ. Growth (1981/1982) (%)

1 Black Enterprise	13.2
2 Essence Magazine	0.9
3 Jet	-0.9
4 Ebony	-6.0

Net Chg. Avg. Circ. (1981/1982)

1 Black Enterprise	29,202
2 Essence Magazine	6,092
3 Jet	-6,667
4 Ebony	-81,115
Total	-52,488

Avg. Circ. Rev./Copy ($)

1 Ebony	1.12
2 Essence Magazine	0.89
3 Jet	0.80
4 Black Enterprise	0.62

Total Revenue (ad rev. + circ. rev.) ($000)

1 Ebony	39,381
2 Jet	36,418
3 Essence Magazine	17,073
4 Black Enterprise	8,213
Total	**101,085**

Total Rev. Growth (1981/1982) (%)

1 Black Enterprise	27.9
2 Ebony	9.9
3 Jet	6.5
4 Essence Magazine	6.1

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Essence Magazine	145
2 Black Enterprise	101
3 Ebony	n.e.*
4 Jet	n.e.*

Avg. Edit. Pgs./Copy

1 Essence Magazine	67
2 Black Enterprise	50
3 Ebony	n.e.*
4 Jet	n.e.*

*n.e. = not estimated

(Advertisement)

Within the Black Ethnic market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Ebony
Essence
Jet

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include 2 non-audited magazines.

Black Enterprise

Earl G. Graves Limited
295 Madison Avenue
New York, New York 10017
(212) 889-8220
Published monthly

Publisher: Earl G. Graves
Advertising Director: Alfred L. Morris
Other key contacts: Larry L. Hovell, National Ad Manager; Waynett A. Sobers, Jr., Executive VP

Editorial Description: Black Enterprise is a feature business magazine written for and about black professionals, businessmen and businesswomen, college students and corporate executives. Feature articles range from money management to personal profiles to overviews of various industries and the current economic situation of blacks within those industries. Additionally, we frequently interview prominent personalities. Black Enterprise also provides readers with regular departments on travel, personal finance, and persons operating small, but successful businesses as well as information about those blacks who are moving up in the corporate world. Moreover, we publish special issues annually, on the Top 100 Black Businesses, Money Management and Careers.

Member: ABC

Rate Information:
As of rate card No.16, dated 9/82.

Freq.	BW	4C
1X	8,035	10,270
6X	7,230	9,465
12X	6,420	8,650

Rate Base: 250,000 as of 1/82.

Advertising Data:
- 87% of all advertising space is full page ads.
- 63% of all space is run in full color.
- 255 advertisers placed 1/6 or more in 1982.
- 20 advertisers ran 6X or more in 1982.

Black ethnic (continued)

Avg. Subscrip. Circ.

1	Ebony	1,046,249
2	Jet	495,056
3	Essence Magazine	438,126
4	Black Enterprise	237,846
	Total	**2,217,277**

Subscription Growth

(1981/1982) (%)

1	Black Enterprise	11.0
2	Jet	10.1
3	Essence Magazine	-1.7
4	Ebony	-5.2

Net Chg. Subscriptns.

(1981/1982) (Subs.)

1	Jet	45,338
2	Black Enterprise	23,543
3	Essence Magazine	-7,574
4	Ebony	-56,240
	Total	**5,067**

Average Sub. Price

($)

1	Jet	30.91
2	Ebony	11.92
3	Essence Magazine	8.69
4	Black Enterprise	6.81

Sub. Revenue

($000)

1	Jet	15,303
2	Ebony	12,466
3	Essence Magazine	3,808
4	Black Enterprise	1,620
	Total	**33,197**

Sub. Rev. Growth

(1981/1982) (%)

1	Jet	16.7
2	Black Enterprise	11.6
3	Ebony	4.9
4	Essence Magazine	1.3

Newsstand Revenue

($000)

1	Jet	15,090
2	Ebony	4,545
3	Essence Magazine	3,144
4	Black Enterprise	235
	Total	**23,014**

Nwstd. Rev. Growth

(1981/1982) (%)

1	Black Enterprise	74.3
2	Essence Magazine	7.0
3	Ebony	5.1
4	Jet	2.1

Avg. Newstnd. Circ.

(copies sold/issue)

1	Jet	232,150
2	Ebony	216,413
3	Essence Magazine	209,600
4	Black Enterprise	12,569
	Total	**670,732**

Newsstand Growth

('81/'82: copies sold/issue) (%)

1	Black Enterprise	81.9
2	Essence Magazine	7.0
3	Ebony	-9.9
4	Jet	-18.3

Net Chg. Newsstand

('81/'82: copies sold/issue)

1	Essence Magazine	13,666
2	Black Enterprise	5,659
3	Ebony	-23,876
4	Jet	-52,005
	Total	**-56,556**

Avg. Nwstd. Price

($)

1	Ebony	1.75
2	Black Enterprise	1.56
3	Essence Magazine	1.25
4	Jet	1.25

Special rate cards available: Recruitment and Classified advertising

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Alcoholic beverages	121.66	19.7%
2. Corporate	121.15	19.6%
3. Business/finance	69.89	11.3%
4. Recruitment	65.42	10.6%
5. Consumer products	63.91	10.4%
All others	174.49	28.4%
Total Ad Pages	616.52	100%

Primary SRDS Classification No.: 8/22

Average Ad/Edit. Ratio: 51/49

Syndicated Research: MRI

Subscriber Demographics:
•Conducted by: Scarborough Research Corporation
•Date: April 1981
•Sample size: 2,000
•Cooperation/Return rate: 63%
•Data collection method: Mail

A. Age Breakdown:

18-24	12.2%
25-34	39.7%
35-44	22.5%
45-54	11.9%
55+	13.2%
Median Age	34.4

B. Male/Female Composition:

Male	50%
Female	50%

C. Household Income:

Under $10,000	9.6%
$10,000-14,999	13.4%
$15,000-19,999	11.0%
$20,000-24,999	14.9%
$25,000-34,999	21.0%
$35,000-49,999	18.5%
$50,000+	11.5%
Median Income	$25,500

D. Occupation:

Mgr. /Admin.	16.5%
Prof/Tech	30.5%
Cler/Sales	24.4%
Other Emp.	12.9%
Not Emp.	15.7%

E. Educational Level:

Not H.S. Grad.	4.0%
H.S. Grad.	14.3%
1-3 Yrs. College	32.4%
Coll. Grad.	19.6%
Post Grad.	29.7%

F. Purchasing and Ownership Indicators:
•50% own 2 or more cars.
•88% own photographic equipment.
•74% own audio equipment.
•89.8% of households have credit cards.
•55% attended conventions in the past 12 months.
•55% travelers went to the Caribbean in the last 3 years.
•62% drank wine in the past month.
•83.5% purchased life insurance.
•31.8% of automobile owners have foreign cars.
•35.7% entertain guests in their home 3 or more times per month.

Ebony

Johnson Publishing Company
820 South Michigan Avenue
Chicago, Illinois 60605
(312) 322-9200
Published monthly

(continued on page 658)

Figures are FOLIO estimates for the calendar year 1982.

Bridal

Ad Pages

1	Bride's	1,667
2	Modern Bride	1,435
	Total	**3,102**

Ad Pages Growth
(1981/1982) (%)

1	Modern Bride	8.6
2	Bride's	4.6

Net Chg. Ad Pages
(1981/1982)

1	Modern Bride	114
2	Bride's	73
	Total	**187**

Avg. Ad Pages/Copy

1	Bride's	278
2	Modern Bride	239

Ad Revenue
($000)

1	Bride's	16,486
2	Modern Bride	13,864
	Total	**30,350**

Ad Revenue Growth
(1981/1982) (%)

1	Modern Bride	19.6
2	Bride's	17.4

Net Chg. Ad Revenue
(1981/1982) ($000)

1	Bride's	2,438
2	Modern Bride	2,271
	Total	**4,709**

Avg. Ad Rev./Copy
($)

1	Bride's	7.42
2	Modern Bride	6.89

Average Circulation

1	Bride's	370,199
2	Modern Bride	335,259
	Total	**705,458**

Avg. Circ. Growth
(1981/1982) (%)

1	Modern Bride	8.6
2	Bride's	7.5

Net Chg. Avg. Circ.
(1981/1982)

1	Modern Bride	26,558
2	Bride's	25,966
	Total	**52,524**

Avg. Circ. Rev./Copy
($)

1	Modern Bride	2.55
2	Bride's	2.42

Total Revenue
(ad rev. + circ. rev.) ($000)

1	Bride's	21,859
2	Modern Bride	18,987
	Total	**40,846**

Total Rev. Growth
(1981/1982) (%)

1	Modern Bride	19.0
2	Bride's	14.8

Avg. Total Pgs./Copy
(ad pages + edit. pages)

1	Bride's	410
2	Modern Bride	363

Avg. Edit. Pgs./Copy

1	Bride's	132
2	Modern Bride	124

Avg. Subscrip. Circ.

1	Modern Bride	39,149
2	Bride's	30,729
	Total	**69,878**

Subscription Growth
(1981/1982) (%)

1	Bride's	6.6
2	Modern Bride	1.1

Net Chg. Subscriptns.
(1981/1982) (Subs.)

1	Bride's	1,893
2	Modern Bride	432
	Total	**2,325**

Average Sub. Price
($)

1	Bride's	9.15
2	Modern Bride	7.71

Sub. Revenue
($000)

1	Modern Bride	302
2	Bride's	281
	Total	**583**

Sub. Rev. Growth
(1981/1982) (%)

1	Bride's	7.3
2	Modern Bride	-0.4

Newsstand Revenue
($000)

1	Bride's	5,092
2	Modern Bride	4,821
	Total	**9,913**

Nwstd. Rev. Growth
(1981/1982) (%)

1	Modern Bride	18.9
2	Bride's	7.6

(Advertisement)

The Simmons Market Research Bureau conducts a comprehensive annual study of 110 publications representing a wide variety of categories. These studies of the media and marketing habits of the American public provide information on ownership, product use and demographics. In addition, crosstabulations of SMRB data by PRIZM, ClusterPlus and VALS segments are also available.

As another service, Simmons provides a variety of special studies commissioned by individual publications.

For detailed information on any measured publication, contact either the publisher directly, or Ms. Cass Faller, Client Support Services, Simmons Market Research Bureau: 212-867-1414, Ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include 3 non-audited magazines.

Bride's

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8800
Published 6 times a year

Publisher: G. Thomas Grenier
Advertising Director: Edward J. Abramson
Other key contacts: Leona Sills, Associate Publisher; Warren Wade, Business Manager.

Editorial Description: Bride's is a service magazine for the bride-to-be. It provides information and guidance in planning her wedding, honeymoon and new home. Every issue covers wedding fashions, (for the bride, women and men attendants and the mothers-of-the-wedding); trousseux, (lingerie, clothes, furniture, appliances, accessories, housewares, floor coverings, etc.); travel, (honeymoons in the United States, Canada, Mexico, nearby Islands and Europe). Regular features include etiquette, wedding gifts, beauty, health, food and drink, sociological articles and shopping information.

Member: ABC
Rate Information:
Rates as of rate card No.45, dated 1/83.

Freq.	BW	4C
1X	13,660	15,450
6X	11,180	13,905
12X	10,550	13,135

Networks or combination buys through which publication is available: Conde Nast Package.

Demographic or Regional Editions: 12 Regional Editions

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Fashion	750	45%
2. General	546	33%
3. Hotel/motel	172	10%
4. Mail order/shops	117	7%
5. Retail/regional	82	5%
Total Ad Pages	1667	100%

Bridal (continued)

Avg. Newstnd. Circ.
(copies sold/issue)

1	Bride's	339,470
2	Modern Bride	296,110
	Total	**635,580**

Newsstand Growth
('81/'82: copies sold/issue) (%)

1	Modern Bride	9.7
2	Bride's	7.6

Net Chg. Newsstand
('81/'82: copies sold/issue)

1	Modern Bride	26,126
2	Bride's	24,073
	Total	**50,199**

Avg. Nwstd. Price

1	Modern Bride	2.71
2	Bride's	2.50

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Wearing Apparel	209.1	26.5%
2. Home furnishings	206.0	26%
3. Travel/transportation	130.4	16.5%
4. Cultural interest	65.9	8.4%
5. Beauty/grooming	43.1	5.4%
All others	136.4	17.2%
Total Edit. Pages	790.9	100%

Primary SRDS Classification No.: 7
Average Ad/Edit. Ratio: 68/32

Market Research Available: Automotive study with all of Conde Nast Publications

Syndicated Research: MRI

Other Subscriber Research: Travel study-Honeymoon with Bride's engaged readers, June 1981, net mailing 3,865, 44% response rate, L. Riffkin & Associates.

Subscriber Demographics:
•Conducted by: Simmons
•Date: October 1980
•Sample size: 5,050 inserted: 3,232 considered distributed
•Cooperation/Return rate: 1,204 or 37.3%
•Data collection method: Mail

A. Age Breakdown:

18-24	78%
25-34	16.1%
35-44	.9%
45-54	.2%
Median Age	22.1

B. Male/Female Composition:

Male	0%
Female	100%

C. Household Income:

Under $10,000	8.9%
$10,000-14,999	11.0%
$15,000-19,999	13.6%
$20,000-24,999	14.8%
$25,000-34,999	22.9%
$35,000-49,999	15.5%
$50,000+	13.4%
Median Income	$25,747

D. Occupation:

Mgr. /Admin.	4.5%
Prof./Tech.	15.2%
Cler./Sales	44.4%
Other Emp.	15.5%
Not Emp.	19.6%

E. Educational Level:

Not H.S. Grad.	5.2%
H.S. Grad.	35.1%
1-3 Yrs. College	33.2%
Coll. Grad.	26.5%
Post Grad.	8.0%

F. Purchasing and Ownership Indicators:
•Average "start up" income for bride and groom is $28,000.
•93% plan to have a diamond ring.
•$4,376 was the average cost of a wedding.
•Most read 3 of 6 issues. 17% read 6.
•28% currently engaged readers expect a food processor as a gift.
•Bride & groom make majority of liquor/brand decisions served at reception.
•15% bought color TV in the past year.
•38% expect to buy a refrigerator/freezer.
•68.3% of respondants expect, with fiance, to own 2 or more cars in their new household.
•23% bought living room furniture in the past 12 months.

Modern Bride

Ziff-Davis Publishing Company
One Park Avenue
New York, New York 10016
(212) 725-3700
Published 6 times a year

Publisher: George Morrissey
Advertising Director: Howard Friedberg
Other key contacts: Jacqueline M. Bondy, Associate Publisher
Editorial Description: Modern Bride is designed as the bride-to-be's guide to planning her wedding, honeymoon and first home or apartment. Issues cover: (1) bridal fashion (including attendants and mother of the bride), travel trousseau and lingerie; (2) home furnishings (tableware, furniture, linens, appliances, housewares, floor coverings, accessories, etc.); (3) honeymoon travel (covering the United States, Canada, Mexico and nearby islands). Additional regular features include personal and beauty care, wedding gifts, etiquette, marital relations and shopping information.

Member: ABC
Rate Information:
Rates as of rate card No.38, dated 4/83.

Freq.	BW	4C
1X	12,430	15,540
6X	11,185	13,985
12X	10,565	13,210

Special rate cards available: Fashion & retail, Mail order, Hotel and motel

Demographic or Regional Editions: Regional Retail Editions

Primary SRDS Classification No.: 7

Market Research Available: Newlywed Study, Trendex, 1979, 1,216 completed interviews with recently married women; Annual Buyership Reports, Trendex, 1978-82, 1,006 to 1,657 completed interviews with recent first marriage brides; Bridal Market Retail Spending Study, Ziff-Davis Research Department, based on data from 1979 Newlywed Study, 1976 Bridal Market Study, and government and industry sources.

Syndicated Research: MRI

Other Subscriber Research: 1981 Newlywed Reader Service Study, Beta Research, 5,078 completed interviews with recently married reader service inquiries.

Figures are FOLIO estimates for the calendar year 1982.

Business: general

Ad Pages

1	Business Week	4,326
2	Forbes	2,946
3	Fortune	2,726
4	Crain's Chicago Bus.	1,311
5	Industry Week	1,270
6	Inc.	1,046
7	Working Woman	1,009
8	Dun's Business Month	817
9	Black Enterprise	617
10	Venture	472
11	Nation's Business	432
12	Success	360
13	Harvard Business Rev.	344
14	High Technology	276
	Total	**17,952**

Avg. Ad Pages/Copy

1	Forbes	113
2	Fortune	105
3	Inc.	87
4	Business Week	85
5	Working Woman	84
6	Dun's Business Month	68
7	Harvard Business Rev.	57
8	Black Enterprise	51
9	Industry Week	51
10	High Technology	46
11	Venture	39
12	Nation's Business	36
13	Success	30
14	Crain's Chicago Bus.	25

Net Chg. Ad Pages (1981/1982)

1	Working Woman	248
2	Forbes	180
3	High Technology	180
4	Inc.	52
5	Black Enterprise	51
6	Venture	17
7	Success	-4
8	Fortune	-12
9	Harvard Business Rev.	-43
10	Dun's Business Month	-82
11	Nation's Business	-82
12	Industry Week	-397
13	Business Week	-520
14	Crain's Chicago Bus.	n.e.*
	Total	**-412**

Ad Pages Growth (1981/1982) (%)

1	High Technology	187.0
2	Working Woman	32.6
3	Black Enterprise	8.9
4	Forbes	6.5
5	Inc.	5.2
6	Venture	3.7
7	Fortune	-0.4
8	Success	-1.1
9	Dun's Business Month	-9.1
10	Business Week	-10.7
11	Harvard Business Rev.	-11.2
12	Nation's Business	-15.9
13	Industry Week	-23.8
14	Crain's Chicago Bus.	n.e.*

Ad Revenue ($000)

1	Business Week	133,947
2	Fortune	76,150
3	Forbes	64,172
4	Inc.	16,929
5	Industry Week	13,798
6	Nation's Business	11,095
7	Working Woman	10,221
8	Dun's Business Month	9,083
9	Black Enterprise	6,358
10	Crain's Chicago Bus.	4,905
11	Venture	3,345
12	Harvard Business Rev.	2,348
13	High Technology	2,066
14	Success	1,054
	Total	**355,471**

Avg. Ad Rev./Copy ($)

1	Fortune	4.32
2	Forbes	3.47
3	Inc.	3.40
4	Business Week	3.23
5	Dun's Business Month	2.68
6	Crain's Chicago Bus.	2.13
7	Black Enterprise	2.12
8	Industry Week	1.84
9	Harvard Business Rev.	1.68
10	Working Woman	1.63
11	Venture	1.39
12	Nation's Business	1.10
13	High Technology	1.01
14	Success	0.39

Net Chg. Ad Revenue (1981/1982) ($000)

1	Forbes	10,249
2	Fortune	5,707
3	Working Woman	4,287
4	Inc.	2,340
5	Black Enterprise	1,523
6	Venture	1,458
7	High Technology	1,348
8	Dun's Business Month	982
9	Business Week	650
10	Harvard Business Rev.	192
11	Success	102
12	Nation's Business	-966
13	Industry Week	-2,771
14	Crain's Chicago Bus.	n.e.*
	Total	**25,101**

Ad Revenue Growth (1981/1982) (%)

1	High Technology	187.8
2	Venture	77.3
3	Working Woman	72.2
4	Black Enterprise	31.5
5	Forbes	19.0
6	Inc.	16.0
7	Dun's Business Month	12.1
8	Success	10.7
9	Harvard Business Rev.	8.9
10	Fortune	8.1
11	Business Week	0.5
12	Nation's Business	-8.0
13	Industry Week	-16.7
14	Crain's Chicago Bus.	n.e.*

*n.e. = not estimated

(Advertisement)

Within the Business: General market the following publications were measured in the 1983 Simmons Study of Media and Markets:

Business Week *Forbes*
Fortune *Inc.*
Working Woman

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Alaska Industry, California Business, Colorado Business, Commodities, Corporate Report, Florida Trend, Hawaii Business, Houston Magazine, Houston Business Journal, Indianapolis Business Journal, New England Business, Office Administration and Automation, Pacific Business News, St. Louis Business Journal, Texas Business, Today's Office, The Wall Street Journal, The Washington Report*, and approximately 58 non-audited magazines that accept advertising.

Black Enterprise

Earl G. Graves Limited
295 Madison Avenue
New York, New York 10017
(212) 889-8220
Published monthly

Publisher: Earl G. Graves
Advertising Director: Alfred L. Morris
Other key contacts: Larry L. Hovell, National Ad Manager; Waynett A. Sobers, Jr., Executive VP

Editorial Description: Black Enterprise is a feature business magazine written for and about black professionals, businessmen and businesswomen, college students and corporate executives. Feature articles range from money management to personal profiles to overviews of various industries and the current economic situation of blacks within those industries. Additionally, we frequently interview prominent personalities. Black Enterprise also provides readers with regular departments on travel, personal finance, and persons operating small, but successful businesses as well as information about those blacks who are moving up in the corporate world. Moreover, we publish special issues anually, on the Top 100 Black Businesses, Money Management and Careers.

Member: ABC

Rate Information:
As of rate card No.16, dated 9/82.

Freq.	BW	4C
1X	8,035	10,270
6X	7,230	9,465
12X	6,420	8,650

Rate Base: 250,000 as of 1/82.

Figures are FOLIO estimates for the calendar year 1982.

(continued . . .)

Business: general (continued)

	Average Circulation	
1	Nation's Business	840,650
2	Business Week	813,172
3	Forbes	710,916
4	Fortune	677,275
5	Working Woman	522,543
6	Inc.	414,479
7	High Technology	342,409
8	Industry Week	300,664
9	Dun's Business Month	284,272
10	Black Enterprise	250,415
11	Harvard Business Rev.	233,504
12	Success	225,741
13	Venture	200,741
14	Crain's Chicago Bus.	44,307
	Total	5,861,088

	Avg. Circ. Rev./Copy	($)
1	Harvard Business Rev.	4.51
2	High Technology	2.32
3	Forbes	1.23
4	Fortune	1.17
5	Venture	1.06
6	Working Woman	0.98
7	Success	0.95
8	Nation's Business	0.94
9	Inc.	0.87
10	Business Week	0.66
11	Black Enterprise	0.62
12	Crain's Chicago Bus.	0.46
13	Dun's Business Month	0.00
14	Industry Week	0.00

	Net Chg. Avg. Circ. (1981/1982)	
1	High Technology	79,905
2	Working Woman	73,427
3	Venture	46,777
4	Business Week	43,074
5	Success	30,933
6	Black Enterprise	29,202
7	Forbes	7,972
8	Industry Week	346
9	Dun's Business Month	-242
10	Fortune	-445
11	Harvard Business Rev.	-8,863
12	Inc.	-17,570
13	Nation's Business	-319,063
14	Crain's Chicago Bus.	n.e.*
	Total	-34,547

	Avg. Circ. Growth (1981/1982)	(%)
1	High Technology	30.4
2	Venture	30.4
3	Working Woman	16.3
4	Success	15.9
5	Black Enterprise	13.2
6	Business Week	5.6
7	Forbes	1.1
8	Industry Week	0.1
9	Fortune	-0.1
10	Dun's Business Month	-0.2
11	Harvard Business Rev.	-4.1
12	Inc.	-4.1
13	Nation's Business	-27.5
14	Crain's Chicago Bus.	n.e.*

	Total Revenue (ad rev. + circ. rev.)	($000)
1	Business Week	161,164
2	Fortune	96,684
3	Forbes	86,843
4	Inc.	21,256
5	Nation's Business	20,620
6	Working Woman	16,367
7	Industry Week	13,798
8	Dun's Business Month	9,083
9	Harvard Business Rev.	8,662
10	Black Enterprise	8,213
11	High Technology	6,834
12	Crain's Chicago Bus.	5,971
13	Venture	5,887
14	Success	3,621
	Total	465,003

	Avg. Edit. Pgs./Copy	
1	Harvard Business Rev.	112
2	High Technology	100
3	Business Week	66
4	Inc.	66
5	Dun's Business Month	61
6	Industry Week	53
7	Nation's Business	51
8	Black Enterprise	50
9	Venture	49
10	Success	46
11	Crain's Chicago Bus.	23
12	Forbes	n.e.*
13	Fortune	n.e.*
14	Working Woman	n.e.*

	Avg. Total Pgs./Copy (ad pages + edit. pages)	
1	Harvard Business Rev.	169
2	Inc.	153
3	Business Week	150
4	High Technology	146
5	Dun's Business Month	129
6	Industry Week	104
7	Black Enterprise	101
8	Venture	88
9	Nation's Business	87
10	Success	76
11	Crain's Chicago Bus.	48
12	Forbes	n.e.*
13	Fortune	n.e.*
14	Working Woman	n.e.*

	Total Rev. Growth (1981/1982)	(%)
1	High Technology	98.9
2	Venture	57.7
3	Working Woman	48.3
4	Harvard Business Rev.	33.2
5	Black Enterprise	27.9
6	Forbes	17.0
7	Inc.	16.5
8	Success	13.6
9	Dun's Business Month	7.8
10	Fortune	7.4
11	Business Week	1.4
12	Industry Week	-16.7
13	Nation's Business	-16.7
14	Crain's Chicago Bus.	n.e.*

*n.e. = not estimated

(Advertisement)

Changing Times
means business.

In fact, we deliver more
professional/managerial readers
than either Barron's or Forbes.*

*1983 Spring MRI.

Meet four of these readers on Page 661.

Figures are FOLIO estimates for the calendar year 1982.

Business: general (continued)

	Avg. Subscrip. Circ.	
1	Nation's Business	840,650
2	Business Week	785,453
3	Forbes	682,541
4	Fortune	648,942
5	Working Woman	497,341
6	Inc.	282,965
7	High Technology	256,351
8	Black Enterprise	237,846
9	Harvard Business Rev.	230,321
10	Success	206,421
11	Venture	177,991
12	Crain's Chicago Bus.	31,968
13	Industry Week	0
14	Dun's Business Month	n.e.*
	Total	4,878,790

	Average Sub. Price	($)
1	Business Week	31.02
2	Forbes	30.42
3	Crain's Chicago Bus.	30.00
4	Fortune	28.47
5	Harvard Business Rev.	27.00
6	High Technology	16.50
7	Inc.	13.44
8	Venture	11.60
9	Nation's Business	11.33
10	Working Woman	11.20
11	Success	10.75
12	Black Enterprise	6.81
13	Industry Week	0.00
14	Dun's Business Month	n.e.*

	Net Chg. Subscriptns. (1981/1982)	(Subs.)
1	High Technology	97,192
2	Working Woman	76,743
3	Inc.	50,114
4	Venture	43,431
5	Business Week	38,731
6	Black Enterprise	23,543
7	Success	14,491
8	Forbes	987
9	Fortune	-1,264
10	Harvard Business Rev.	-9,389
11	Nation's Business	-319,063
12	Crain's Chicago Bus.	n.e.*
13	Dun's Business Month	n.e.*
14	Industry Week	n.e.*
	Total	15,516

	Subscription Growth (1981/1982)	(%)
1	High Technology	61.1
2	Venture	32.3
3	Inc.	21.5
4	Working Woman	18.2
5	Black Enterprise	11.0
6	Success	7.5
7	Business Week	5.2
8	Forbes	0.1
9	Industry Week	0.0
10	Fortune	-0.2
11	Harvard Business Rev.	-4.5
12	Nation's Business	-27.5
13	Crain's Chicago Bus.	n.e.*
14	Dun's Business Month	n.e.*

	Sub. Revenue	($000)
1	Business Week	24,366
2	Forbes	20,764
3	Fortune	18,477
4	Nation's Business	9,525
5	Harvard Business Rev.	6,219
6	Working Woman	5,571
7	High Technology	4,230
8	Inc.	3,803
9	Success	2,219
10	Venture	2,065
11	Black Enterprise	1,620
12	Crain's Chicago Bus.	959
13	Industry Week	0
14	Dun's Business Month	n.e.*
	Total	99,818

	Nwstd. Rev. Growth (1981/1982)	(%)
1	High Technology	216.2
2	Black Enterprise	74.3
3	Forbes	46.2
4	Harvard Business Rev.	38.4
5	Venture	36.9
6	Inc.	34.1
7	Business Week	30.5
8	Working Woman	1.7
9	Fortune	1.50
10	Dun's Business Month	0.0
11	Industry Week	0.0
12	Nation's Business	0.0
13	Success	n.e.*
14	Crain's Chicago Bus.	n.e.*

	Newsstand Revenue	($000)
1	Business Week	2,851
2	Fortune	2,056
3	Forbes	1,906
4	Working Woman	575
5	High Technology	538
6	Inc.	524
7	Venture	478
8	Success	348
9	Black Enterprise	235
10	Crain's Chicago Bus.	107
11	Harvard Business Rev.	95
12	Dun's Business Month	0
13	Industry Week	0
14	Nation's Business	0
	Total	9,713

	Sub. Rev. Growth (1981/1982)	(%)
1	High Technology	66.1
2	Harvard Business Rev.	45.4
3	Venture	37.9
4	Working Woman	22.8
5	Inc.	16.2
6	Black Enterprise	11.6
7	Forbes	9.3
8	Fortune	4.0
9	Business Week	3.7
10	Success	1.4
11	Industry Week	0.0
12	Nation's Business	-25.0
13	Crain's Chicago Bus.	n.e.*
14	Dun's Business Month	n.e.*

*n.e. = not estimated

(Advertisement)

The emergence of the working woman

Women's participation in the labor force has increased by 95% in the past two decades and will continue to climb to 60 million by 1990, according to Bureau of Labor Statistics projections. By that time, 60% of all U.S. women, 16 years and older, will be in the work force. In a more defined age group, such as 25-49, nearly two-thirds will be working, actually outpacing the employment rate of men.*

Statistics such as these are readily available, but canny marketers must delve further in order to fully comprehend this phenomenon. It will be essential to determine which segment in this mass market of employed women is important to marketers of business products, just as these marketers determine which segment of the mass group of employed men is important to them. More specifically, which group will purchase their products and services, and which group is comprised of the leaders, trendsetters and image makers.

The fastest growing, most influential portion of this vast multi-million strong market is comprised of professional/managerial career women, whose ranks have actually doubled in the past decade and who now fill 40% of all professional/managerial positions in the country.* This comes as no surprise because we are living in an advanced post-industrial, information society that relies on brain—not muscle—power, thus creating tremendous opportunities for women.

One merely has to scan today's headlines to understand the impact professional women are having on contemporary society. There is a woman sitting on the Supreme Court bench, a female astronaut who successfully completed her first mission in space, and women climbing to top ranks in major corporations. Furthermore, in a few short years, the number of female accountants have increased by 392%, engineers by 613%, and lawyers and judges by 900%. Women presently represent 40% of all accountants and bank officials, 35% of all purchasing agents, 30% of all computer specialists, and 25% of all attorneys and physicians.*

Representing 71% of all office managers, women are intensely involved in corporate purchases. In just three years, women have increased from 35% to 41% of those people responsible for purchasing everything from telephone systems to banking services, from office machines to selecting convention sites.** In fact, this staff responsibility is rapidly becoming a woman's domain. A better understanding of the logic of women moving into business product purchasing can be obtained by looking at their past, present and potential participation in one specific area, the computer industry. *(continued...)*

Business: general (continued)

Avg. Newstnd. Circ. (copies sold/issue)	
1 High Technology	44,800
2 Forbes	28,376
3 Fortune	28,333
4 Business Week	27,674
5 Working Woman	25,202
6 Venture	22,750
7 Inc.	21,843
8 Success	19,321
9 Black Enterprise	12,569
10 Harvard Business Rev.	3,183
11 Crain's Chicago Bus.	2,754
12 Dun's Business Month	0
13 Industry Week	0
14 Nation's Business	0
Total	236,805

Avg. Nwsld. Price	($)
1 Harvard Business Rev.	5.00
2 Fortune	2.79
3 Forbes	2.58
4 Business Week	2.02
5 High Technology	2.00
6 Inc.	2.00
7 Working Woman	1.90
8 Venture	1.75
9 Black Enterprise	1.56
10 Success	1.50
11 Crain's Chicago Bus.	0.75
12 Dun's Business Month	0.00
13 Industry Week	0.00
14 Nation's Business	0.00

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 Success	16,443
2 Forbes	6,986
3 Black Enterprise	5,659
4 Inc.	5,565
5 Business Week	4,343
6 Venture	3,346
7 High Technology	2,300
8 Fortune	820
9 Harvard Business Rev.	527
10 Crain's Chicago Bus.	0
11 Dun's Business Month	0
12 Industry Week	0
13 Nation's Business	0
14 Working Woman	-3,318
Total	42,671

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 Black Enterprise	81.9
2 Inc.	34.2
3 Forbes	32.7
4 Harvard Business Rev.	26.9
5 Business Week	18.6
6 Venture	17.2
7 High Technology	5.4
8 Fortune	3.0
9 Dun's Business Month	0.0
10 Industry Week	0.0
11 Nation's Business	0.0
12 Working Woman	-11.6
13 Crain's Chicago Bus.	n.e.*
14 Success	n.e.*

*n.e. = not estimated

Advertising Data:

- •87% of all advertising space is full page ads.
- •63% of all space is run in full color.
- •255 advertisers placed 1/6 or more in 1982.
- •20 advertisers ran 6X or more in 1982.

Special rate cards available: Recruitment and Classified advertising

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Alcoholic beverages	121.66	19.7%
2. Corporate	121.15	19.6%
3. Business/finance	69.89	11.3%
4. Recruitment	65.42	10.6%
5. Consumer products	63.91	10.4%
All others	174.49	28.4%
Total Ad Pages	616.52	100%

Primary SRDS Classification No.: 8/22

Average Ad/Edit. Ratio: 51/49

Syndicated Research: MRI

Subscriber Demographics:

- •Conducted by: Scarborough Research Corporation
- •Date: April 1981
- •Sample size: 2,000
- •Cooperation/Return rate: 63%
- •Data collection method: Mail

A. Age Breakdown:

18-24	12.2%
25-34	39.7%
35-44	22.5%
45-54	11.9%
55 +	13.2%
Median Age	34.4

B. Male/Female Composition:

Male	50%
Female	50%

C. Household Income:

Under $10,000	9.6%
$10,000-14,999	13.4%
$15,000-19,999	11.0%
$20,000-24,999	14.9%
$25,000-34,999	21.0%
$35,000-49,999	18.5%
$50,000 +	11.5%
Median Income	$25,500

(Advertisement)

(continued...)

Women have always been very influential in the computer industry. The world's very first programmer was Augusta Ada Byron Lovelace, who planned problems for Charles Babbage's analytical engine, a mechanical device that set out the fundamentals of modern computers. In recognition of Lady Lovelace's influence on the computer field, the U.S. Department of Defense named a commissioned computer language after her called "Ada" which may become the dominant language in the defense industry. In the 1950's, Grace Hopper, the grande dame of data processing helped run the navy's automation programming, as software was known at the time, and then developed programs for Sperry Rand Univac. Cobol, the first widely used computer language, was pioneered by Frances Hoberton of the National Bureau of Standards.

Women hold 33% of all bachelor's degrees in computer science and 30% of all master's degrees in that field. Female computer specialists, encompassing systems analysts and computer programmers, have increased 51% in the past three years alone, and now represent 30% of the entire field.* Continuing at this rate, women will represent nearly half of all computer specialists within five short years. Brain power, again, is one major reason for women's growth in the computer field. The brain can be divided into the left hemisphere, which governs language, linear and serial skills, and the right hemisphere, which determines non-verbal ideations, visual and spatial skills. Women are stronger in left hemisphere skills which are vital to computing.

As women continue to advance in the businessworld, a new trend is emerging: no longer is it accurate to compare or contrast employed people by gender; rather, comparisons should be based on the career orientation of all people, as it is this single group of career men and women who are most alike in demographic behavior. The progressive approach to the business market, then, is to distinguish people—all adults—who consider their jobs to be a career from all adults who consider their jobs to be just-a-job. Advertisers viewing the market in this manner will soon discover that career women and career men have the most similar buying habits, on both the corporate and personal levels, and that non-career men and women rank very low on purchase activity of a wide variety of categories.

The accompanying chart clearly exemplifies this development. The trend runs across all product categories and makes a lot of common sense because it is these successful career women who have the disposable income to buy expensive items, and the brain power to make corporate purchasing decisions.

(continued...)

D. Occupation:

Mgr. /Admin.	16.5%
Prof/Tech	30.5%
Cler/Sales	24.4%
Other Emp.	12.9%
Not Emp.	15.7%

E. Educational Level:

Not H.S. Grad.	4.0%
H.S. Grad.	14.3%
1-3 Yrs. College	32.4%
Coll. Grad.	19.6%
Post Grad.	29.7%

F. Purchasing and Ownership Indicators:
- 50% own 2 or more cars.
- 88% own photographic equipment.
- 74% own audio equipment.
- 89.8% of households have credit cards.
- 55% attended conventions in the past 12 months.
- 55% travelers went to the Caribbean in the last 3 years.
- 62% drank wine in the past month.
- 83.5% purchased life insurance.
- 31.8% of automobile owners have foreign cars.
- 35.7% entertain guests in their home 3 or more times per month.

Business Week

McGraw-Hill, Inc.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-1221
Published 51 times a year

Publisher: James R. Pierce
Advertising Director: Richard C. Thompson

Editorial Description: Business Week is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry: or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces, and Ideas and Trends.

Member: ABC, BPA

Rate Information:
Rates as of rate card No.50, dated 1983.

Freq.	BW	4C
1X	22,330	33,940
7X	20,770	31,570
13X	19,380	29,460

Rate Base: North American: 770,000 as of 1/83.

Advertising Data:
- 91% of all advertising space is full page ads.
- 54% of all space is run in full color.

Networks or combination buys through which publication is available: Magazine Networks, Inc.

Demographic or Regional Editions: Industrial Demographic, International, Europe, Asia, Latin America, Northeast, Midwest, Southeast, Southwest, West, New York, Chicago, Washington/Baltimore, and California.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Office machines (B310)	1095	25.3%
2. Finance (B150)	486	11.2%
3. Ind. mach. (B520)	281	6.5%
4. Insurance (B200)	231	5.3%
5. Commc'l./pub. utility	198	4.6%
All others	2035	47%
Total Ad Pages	4,326	100%

Primary SRDS Classification No.: 8 Consumer, 20 Business

Average Ad/Edit. Ratio: 60/40

Market Research Available: International Vacation/Lifestyle Study, 10/81 McGraw-Hill Research, 1,306 responses; Office Copier Survey, 8/81, McGraw-Hill Research, 487 returns; Personal Computer Study, 10/80, Mc-Graw Hill Research, 400 returns; Plant Site Selection, 8/80, McGraw-Hill Research, 409 returns; Truck Study, 8/80, McGraw-Hill Research, 1,251 returns; Computer Survey, 8/79, McGraw-Hill Research, 1,175 returns; Capital Equipment Leasing Survey, 3/79, McGraw-Hill Research, 363 returns; Computer Technology & The Financial Community, 7/78, McGraw-Hill Research, 552 returns; A Profile of Beverage Consumption, 6/78, Crossley Surveys, Inc., 392 interviews; Recent Air Travelers, 1/78, Trendex, 2,023 interviews.

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Erdos & Morgan
- Date: 1980
- Sample size: 2,000
- Cooperation/Return rate: 1,360 responses, 68.2%
- Data collection method: Mail

A. Age Breakdown:

18-24	5.6%
25-34	25.6%
35-44	24.8%
45-54	19.1%
55+	24.9%
Median Age	42.3

B. Male/Female Composition:

Male	91.1%
Female	8.9%

C. Household Income:

Under $15,000	4.0%
$15,000-19,999	4.0%
$20,000-24,999	5.4%
$25,000-34,999	16.8%
$35,000-49,999	25%
$50,000+	44.8%
Median Income	$60,225

(Advertisement)

(continued...)

Once recognizing the strength and importance of the career women's market, the next step is determining how to reach it effectively. Magazines, not television, were chosen overwhelmingly by these upscale women recently surveyed, as the medium that best fits their personal and information needs, and their lifestyles. Today's successful career women need to be kept up-to-date on business developments, current events, office technology, management techniques, personal finance, in addition to the regular sphere of women's interests. Nothing gives them the information they desire in the depth they require better than magazines.

The message to marketers of virtually every type of product and service, especially those previously considered strictly in the male domain, is that in order to increase profits throughout this decade, a concerted, well-directed effort must be made to reach upscale career women, through magazines. Many business equipment companies have already begun to carve out their share of this rapidly growing market. Companies that hesitate to address career women today will find themselves in a costly catch-up situation tomorrow.

Purchased:	Employed, Non-Career Men Index*	Employed, Non-Career Women Index*	Career Men Index*	Career Women Index*
Office machines	49	92	242	237
Telephone/communication equipment or services	46	90	254	216
New car	92	87	124	122
T&E card	69	78	171	157
35MM SLR camera in past year, spent $400+	94	109	146	135
3+ domestic vacation air trips in past year	99	103	120	136

Source: MRI, Fall 1982
Base: Total Adults
*Index: U.S. average = 100

*Source: U.S. Department of Labor, Bureau of Labor Statistics
**Source: Mediamark Research Inc.

—The preceding was provided as a service by *Working Woman* Magazine.

D. Occupation:

Top Management	41.8%
Middle Management	47.4%
Other Emp.	10.8%

E. Educational Level:

Not H.S. Grad.	1.3%
H.S. Grad.	4.7%
1-3 Yrs. College	18.1%
Coll. Grad.	29.2%
Post Grad.	46.8%

F. Purchasing and Ownership Indicators:
- •79% own/lease/operate 2+ cars.
- •91% used/served alcoholic beverages at home in the past month.
- •92% took trips within the U.S. in the past year.
- •57% took a trip outside the U.S. within the past three years.
- •94% own photo equipment.
- •91% own hi-fi stereo.
- •98% have credit cards/other charge privileges.
- •48% own property other than main residence.
- •$238,500- average investment portfolio.

Crain's Chicago Business

Crain Communications Incorporated
740 North Rush Street
Chicago, Illinois 60611
(312) 649-5370
Published weekly

Publisher: Joe Cappo
Advertising Director: Gloria Scoby
Other key contacts: Patsy Taylor, Ad Manager

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area and throughout the Midwest. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago and Midwest market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on sports, politics, advertising, marketing and international trade.

Member: ABC
Rate Information:
Rates as of rate card No.6, dated 10/82.

Freq.	BW	4C
1X	4,060	5,065
6X	4,060	5,065
13X	3,570	4,545

Rate Base: 45,000 as of 10/82.

Advertising Data:
- •15% of all advertising space is full page ads.
- •5% of all space is run in full color.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Financial	200	15%
2. Office equipment	193	15%
3. Advertising/marketing	133	10%
4. Real estate	121	9%
5. Retail	82	6%
All others	579	45%
Total Ad Pages	1308	100%
Total Edit. Pages	**1,205**	**100%**

Primary SRDS Classification No.: 20A

Average Ad/Edit. Ratio: 50/50

Other Subscriber Research: Subscribers of Area Business Publications, Don Bowdren Associates, 1982, sample size: 1,000, Questions on business purchasing influences, travel, cars, liquor, investments, business entertaining and automotive.

Subscriber Demographics:
- •Conducted by: Don Bowdren Associates
- •Date: 1982

A. Age Breakdown:

Median Age	45.5

B. Male/Female Composition:

Male	89.6%
Female	10.4%

C. Household Income:

Median Income	$73,800
Average Income	$114,030

D. Occupation:

Mgr. /Admin.	72.3%
Prof./Tech.	23.2%

E. Educational Level:

Attended College	90.7%
Coll. Grad.	67.6%
Post Grad.	42.4%

F. Purchasing and Ownership Indicators:
- •72.3% readers are in top management.
- •23.2% readers are middle management/professional.
- •57.9% readers are on the board of one or more companies.
- •22.9% readers are on the boards of two or more companies.
- •63.3% made purchasing decision of $100,000 or more in the past year.

Dun's Business Month

Dun & Bradstreet Publishing Inc.
875 Third Avenue
New York, New York 10022
(212) 605-9400
Published monthly

Publisher: Robert A. Potts
Other key contacts: Helshi Lockwood, Eastern Ad Manager

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government and business that will have longterm impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology and Personal Finance. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, and Regional Affairs

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men buy more business suits than the men who read U.S. News or Business Week.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Member: ABC
Rate Information:
Rates as of rate card No.39, dated 7/82.

Freq.	BW	4C
1X	9,465	12,800
6X	8,040	10,925
12X	7,610	10,325

Rate Base: 284,000 as of 6/82.

Advertising Data:
- •84% of all advertising space is full page ads.
- •63% of all space is run in full color.

Networks or combination buys through which publication is available: Media Network Inc.

Demographic or Regional Editions: Eastern, Southwest, Midwest, Pacific/ Southwest.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Corporate	191	23.38%
2. Computer/office equip.	122	14.93%
3. Finance/banks	118	14.44%
4. Transportation	101	12.36%
5. Industrial equip.	42	5.14%
All others	243	29.7%
Total Ad Pages	817	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Features	401	54.5%
2. News recap	172	23.4%
3. Departments	49	6.7%
All others	113	15.4%
Total Edit. Pages	735	100%

Primary SRDS Classification No.: 8

Average Ad/Edit. Ratio: 55/45

Market Research Available: Subscriber study, sample 2,000; Boise-Cascade study, sample 2,000; Praeger study, sample 2,000; Wall Street Journal American Business Study, sample 7,600.

Syndicated Research: MRI

Other Subscriber Research: Opinion Research Corporation

Subscriber Demographics:
- •Conducted by: Don Bowdren Associates
- •Date: May 1981
- •Sample size: 2,000
- •Cooperation/Return rate: 67.8%
- •Data collection method: Mail

A. Age Breakdown:

18-24	.2%
25-34	6.4%
35-44	21.0%
45-54	31.4%
55+	41.0%
Median Age	52.4

B. Male/Female Composition:

Male	95.1%
Female	4.9%

C. Household Income:

Under $10,000	.1%
$10,000-14,999	.1%
$15,000-19,999	.2%
$20,000-24,999	1.1%
$25,000-34,999	5.6%
$35,000-49,999	16.3%
$50,000+	73.1%
Median Income	$110,830

D. Occupation:

Mgr. /Admin.	95.7%
Other Emp.	4.3%

E. Educational Level:

Not H.S. Grad.	.4%
H.S. Grad.	10.0%
1-3 Yrs. College	17.1%
Coll. Grad.	34.0%
Post Grad.	38.5%

F. Purchasing and Ownership Indicators:
- •77.9% own 2 or more cars.
- •26.6% entertain 3 or more times a month.
- •70.2% took a foreign trip.
- •85.4% took an airline trip.
- •71.6% have a VISA or Master Card.
- •97.3% use alcoholic beverages.
- •50.3% order alcohol by brand.
- •26.2% buy alcohol by case.
- •70.1% rented a car for business reasons.
- •99.8% dine out each month.

Forbes

Forbes Inc.
60 Fifth Avenue
New York, New York 10011
(212) 620-2200
Published bi-weekly

Publisher: James J. Dunn
Advertising Director: Stephen G. Nicoll
Other key contacts: William Donald Garson, Corporate Communications Director

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section wherein columnists report on the Economy, Stocks, Funds and other money markets.

Member: ABC
Rate Information:
Rates as of rate card No.63, dated 1/83.

Freq.	BW	4C
1X	18,500	28,100
7X	17,020	25,850
13X	16,280	24,730

Rate Base: 700,000 as of 7/81.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Company stories	1,186	40%
2. Money & investments	593	20%
3. Industry	296	10%
4. International	296	10%
5. Up & comers	296	10%
All others	593	20%
Total Edit. Pages	2946.4	100%

Primary SRDS Classification No.: 8

Average Ad/Edit. Ratio: 55/45

Fortune

Time, Inc.
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212
Published bi-weekly

Publisher: Edward Patrick Lenahan
Advertising Director: James B. Hoefer

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook and Personal Investing reviews investment opportunities and the techniques and theories of investing.

Member: ABC
Rate Information:
Rates as of rate card No.50, dated 1/83.

Freq.	BW	4C
1X	21,740	33,040
7X	20,000	30,400
13X	19,130	29,080

Rate Base: 670,000 as of 1/82.

Demographic or Regional Editions: International, Europe, Asia, East, Midwest, Southeast, Southwest, West, California, Manufacturing, Financial, New York, Chicago.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Office machines/furn.	538.50	19.8%
2. Financial advice	479.63	17.6%
3. Industry mach/fixtures	153.59	5.6%
4. Ins. communication	146.47	5.4%
5. Public utilities	123.31	4.5%
All others	1284.46	47.1%
Total Ad Pages	2725.96	100%

Primary SRDS Classification No.: 8-Consumer/20-Business

Market Research Available: Business and Banking, 1982, sample size: 1,238; Why Corporate America Moves Where-Survey of Facility Location Decisions, 1981, sample size: 1,000; DEP Decisions, 1980, sample size: 462. All surveys were conducted by Belknap Data Solutions Ltd., Greenwich, Connecticut.

Subscriber Demographics:
- •Conducted by: Erdos & Morgan
- •Date: March-May, 1982
- •Sample size: 4,000
- •Cooperation/Return rate: 56%
- •Data collection method: Mail

A. Age Breakdown:

Under 25	4.0%
25-34	22.9%
35-44	24.4%
45-54	21.2%
55+	27.5%
Median Age	44.3

B. Male/Female Composition:

Male	89.6%
Female	10.4%

C. Household Income:

Under $15,000	2.0%
$15,000-24,999	4.9%
$25,000-34,999	11.0%
$35,000-49,999	19.7%
$50,000+	62.4%
Median Income	$62,200 ('81)

D. Occupation:

Mgr. /Prof	83.8%
Cler/Sales	4.3%
Government	2.9%
Not Emp.	9.0%

Figures are FOLIO estimates for the calendar year 1982.

E. Educational Level:

Not H.S. Grad.	1.2%
H.S. Grad.	5.6%
1-3 Yrs. College	19.0%
Coll. Grad.	28.0%
Post Grad.	46.2%

F. Purchasing and Ownership Indicators:
- •79% took a domestic air trip in the past year.
- •57% took an international trip in the past 3 years.
- •71% have a travel/entertainment charge card.
- •65% rented a car in the past year.
- •90% used alcoholic beverages in the past month.
- •29% purchased wine by the case in the past year.
- •68% own 2+ cars.
- •80% own corporate stock.
- •10% own a personal home computer.
- •63% are members of civic organizations.

Harvard Business Review

Harvard Grad. School of Business Administration
Soldiers Field
Boston, Massachusetts 02163
(617) 495-6182
Published bi-monthly

Publisher: Ernest D. Frawley
Advertising Director: Harold F. Ellsworth
Other key contacts: Kenneth R. Andrews, Editor; Ralph B. Titus, Circulation Director.

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the businessman's thinking.

Member: ABC
Rate Information:
Rates as of rate card No.29, dated 1/82.

Freq.	BW	4C
1X	5,220	7,170
6X	4,465	6,095
12X	4,175	5,740

Rate Base: 225,000 as of 1/82.

Advertising Data:
- •80% of all advertising space is full page ads.
- •51% of all space is run in full color.
- •95 advertisers placed 1/6 or more in 1982.
- •60 advertisers ran 6X or more in 1982.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Business services	176.52	51.3%
2. Office equipment	52.87	15.4%
3. Automotive	38.00	11.0%
4. Publishing/media	23.18	6.7%
5. Travel/hotels	15.00	4.4%
All others	38.17	11.0%
Total Ad Pages	343.74	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Regular articles	480	72%
2. Feature articles	108	16%
3. Ideas for action	40	6%
4. Letters to the editor	36	5%
5. Editor's letter	6	1%
Total Edit. Pages	670	100%

Primary SRDS Classification No.: 8

Average Ad/Edit. Ratio: 33/67

Subscriber Demographics:
- •Conducted by: Belknap Data Solutions, Ltd.
- •Date: October 1981
- •Sample size: 2,500
- •Cooperation/Return rate: 67%
- •Data collection method: Mail

A. Age Breakdown:

18-24	1.8%
25-34	25.7%
35-44	37.2%
45-54	22.3%
55+	13.0%
Median Age	41.1

B. Male/Female Composition:

Male	91.8%
Female	8.2%

C. Household Income:

Under $20,000	1.6%
$20,000-24,999	1.8%
$25,000-34,999	7.3%
$35,000-49,999	17.6%
$50,000+	71.7%
Median Income	$67,300

D. Occupation:

Mgr./Prof.	92.5%
Other Emp.	7.5%

E. Educational Level:

H.S. Grad. (or less)	2.4%
1-3 Yrs. College	9.9%
Coll. Grad.	84.7%
Post Grad.	63.0%

F. Purchasing and Ownership Indicators:
- •67.0% own 2 or more cars.
- •83.6% own major credit cards.
- •58.7% own/use watches costing $150.00+.
- •86.6% own/use personal electronic calculators.
- •36.9% bought diamonds in the past year.
- •65.8% own stock in cos. other than worked for.
- •79.7% own real property.
- •27.7% own mutual funds.
- •16.7% took 10+ foreign trips in the last 5 years.
- •19.3% took 24+ business trips in the past year.

High Technology

Goldhirsh Group Inc.
38 Commercial Wharf
Boston, Massachusetts 02110
(617) 227-4700
Published bi-monthly

Publisher: Bernard A. Goldhirsh
Advertising Director: Frances P. Lawrence

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business and government. In text and illustration, the magazine reports advancements of technology and its impact on society. Regularly monthly departments include: Perspectives in Technology, Updates, Investing in Hi-Tech Companies, and Consumer, Industrial, Military and Auto-Space Applications.

Rate Information:
Rates as of rate card No.3, dated 1/83.

Freq.	BW	4C
1X	9,000	13,500
6X	8,550	12,825
12X	8,100	12,150

Rate Base: 300,000 as of 1/83.

Advertising Data:
- •87% of all advertising space is full page ads.
- •64% of all space is run in full color.

Networks or combination buys through which publication is available: Available with Technology Illustrated.

Special rate cards available: Direct Marketing/Book Publisher, discounts for continuity, combination, dependable contract & association advertisers.

Demographic or Regional Editions: California Regional

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Data processing	72.17	27.7%
2. General promotion	30.67	11.8%
3. Commun./telemet.	27.00	10.4%
4. Industrial development	24.58	9.4%
5. Imported cars	21.00	8.1%
All others	85.09	32.7%
Total Ad Pages	260.51	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Computer technology	150	25%
2. Bus./ind. tech.	100	16.7%
3. Communication tech.	90	15%
4. Consumer tech.	90	15%
5. Mil./aerospace tech.	80	13.3%
All others	90	15%
Total Edit. Pages	600	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
- •Conducted by: Beta Research
- •Date: 1982
- •Sample size: 4,000
- •Cooperation/Return rate: 52.3%
- •Data collection method: Mail

A. Age Breakdown:

18-24	6.4%
25-34	33.7%
35-44	26.9%
45-54	16.3%
55+	16.0%
Median Age	38

B. Male/Female Composition:

Male	95%
Female	5%

C. Household Income:

Under $15,000	3.9%
$15,000-19,999	4.4%
$20,000-24,999	7.0%
$25,000-34,999	19.6%
$35,000-49,999	26.7%
$50,000+	38.4%
Median Income	$43,440

D. Occupation:

Mgr. /Admin.	46%
Prof./Tech.	47%
Cler./Sales	2.9%
Other Emp.	3.4%
Not Emp.	.2%

E. Educational Level:

H.S. Grad. (or less)	6.8%
1-3 Yrs. College	23.8%
Coll. Grad.	69.4%
Post Grad.	45.2%

F. Purchasing and Ownership Indicators:
- •28.6% own personal computer.
- •34.3% wired for cable.
- •21% own video cassette recorder.
- •98.3% own still camera.
- •95.5% own 35mm camera.
- •94.3% operate car.
- •76.9% took a domestic trip in the past year.
- •45.2% own 2+ cars.
- •Dine out for business average 7.5 times a month.
- •87.6% personally consumed an alcoholic beverage in the past month.

Inc.

Goldhirsh Group Inc.
38 Commercial Wharf
Bostor, Massachusetts 02110
(617) 227-4700
Published monthly

Publisher: Norman Raben
Advertising Director: Joseph C. Page, Jr.
Other key contacts: Richard A. Powers, Marketing and Research Director

Editorial Description: Inc. Magazine is for executives who run small to mid-sized companies. Its purpose is to provide them with specific, practical answers to both their immediate and long-term management problems. Through in-depth studies, Inc. demonstrates how other entrepreneurs have dealt with major business decisions, and offers the reader guidelines for solving his own. Its departments stress the how-to aspects of Financial Management, Personnel Management, Marketing, Sales, Administration and Operations. Inc. also covers and analyzes news pertinent to smaller company management, including trends, economic forecasts and legislation that affect them.

Member: ABC
Rate Information:
Rates as of rate card No.5, dated 1/83.

Freq.	BW	4C
1X	13,375	20,065
6X	12,440	18,660
12X	11,635	17,455

Rate Base: 400,000 as of 1/83.

Advertising Data:
•80% of all advertising space is full page ads.
•43% of all space is run in full color.

Networks or combination buys through which publication is available: Media Networks Inc.

Special rate cards available: Direct Marketing/Association Discount

Demographic or Regional Editions: Chicago, Northern California, Southwest, West, New England, Southern California, Mid Atlantic, West North Central, Southeast, New York, East North Central, California

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. EDP	275	28%
2. Office machines	95	9.7%
3. Automotive	86	8.8%
4. Professional bus.svcs.	81	8.2%
5. Commercial finance	76	7.7%
All othe:s	369	37.6%
Total Ad Pages	982	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Human resources	197	25%
2. Management strategy	157.4	20%
3. Selling & markteting	157.3	20%
4. Technological appl.	157.3	20%
5. Financial tact	118	15%
Total Edit. Pages	787	100%

Primary SRDS Classification No.: 20

Average Ad/Edit. Ratio: 60/40

Subscriber Demographics:
•Conducted by: Beta Research
•Date: December 1982
•Sample size: 2,500
•Cooperation/Return rate: 61%
•Data collection meth d: Mail

A. Age Breakdown:

18-24	4.2%
25-34	29.0%
35-44	33.5%
45-54	20.4%
55 +	12.8%
Median Age	40

B. Male/Female Composition:

Male	85%
Female	15%

C. Household Income:

Under $10,000	1.7%
$10,000-14,999	1.8%
$15,000-19,999	2.6%
$20,000-24,999	5.9%
$25,000-34,999	13.2%
$35,000-49,999	21.4%
$50,000 +	49.0%
Median Income	$51,500

D. Occupation:

Mgr. /Admin.	85.5%
Prof./Tech.	10.1%
Cler./Sales	2.8%
Other Emp.	1.6%
Not Emp.	2.6%

E. Educational Level:

1-3 Yrs. College	27.2%
Coll. Grad.	55.3%
Post Grad.	33.8%

F. Purchasing and Ownership Indicators:
•99% operate one or more cars.
•79% involved in selection of own company car.
•48% have mini, micro, or small business computers.
•93% have copiers.
•87% travel for business purposes.
•88% took a domestic business trip in the past year.
•96% own credit card.
•94% stayed in hotel/motel in the past year.
•96% dine out for business reasons.
•46% have bar in home/office.

Industry Week

Penton/IPC, Inc.
1111 Chester Avenue, Penton Plaza
Cleveland, Ohio 44114
(216) 696-7000
25 issues per year

Publisher: Patrick B. Keefe
Advertising Director: Gere D. Coffey

Editorial Description: Industry Week is edited for the management of industrial firms. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Personal, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington, World.

Member: ABC, BPA, MCC, Media Data Form Comm.
Rate Information:
Rates as of rate card No. 13, dated 7/1/81.

Freq.	BW	4C
1X	8,190.00	11,057.00
6X	7,698.60	10,172.44
12X	7,371.00	9,730.16

Rate Base: 300,000 as of 1/1/82.

Networks or combination buys through which publication is available: Penton/IPC Management Network.

Demographic or Regional Editions: 5 regional editions and in a Metalworking option, a Processing option, and a Split Copy option.

Primary SRDS Classification No.: 8

Average Ad/Edit Ratio: 48.8/51.2

Market Research Available: Survey of reader profile. Erdos & Morgan, sample size 2,000, July 1982.

Nation's Business

U.S. Chamber of Commerce
1615 H Street Northwest
Washington, DC 20062
(202) 463-5650
Published monthly

Publisher: David A. Roe
Advertising Director: Brett Perrine
Other key contacts: Bob Gray, Editor

Editorial Description: Nation's Business is edited for those in business, industry and national affairs. It covers economic trends, government actions, international developments and legislative issues.

Member: ABC
Rate Information:
Rates as of rate card No.40, dated 2/83.

Freq.	BW	4C
1X	13,100	18,990
6X	11,660	16,900
12X	11,000	15,950

Rate Base: 750,000 as of 2/83.

Advertising Data:
•68% of all advertising space is full page ads.
•25% of all space is run in full color.
•99.9% advertisers placed 1/6 or more in 1982.
•48% advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Media Network, Inc.

Demographic or Regional Editions: Industry Edition, Select-a-market Editions (regionals).

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Office machines	97.6	24%
2. Commun. pub.serv.	34.9	8%
3. Insurance	34.8	8%
4. Passenger cars	25.7	6%
5. Financial	25.0	6%
All others	193.1	48%
Total Ad Pages	411.16	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Business/legislative		25%
2 Econ./taxes/inflation		25%
3. Management		20%
4. Business profiles		15%
5. Govt. leader profiles		10%
All others		5%
Total Edit. Pages	o11	100%

Primary SRDS Classification No.: 8

Average Ad/Edit Ratio: 41/59

Market Research Available: Truck Study, Nation's Business, sample size: 1,000.

Other Subscriber Research: 1980 Subscriber Study, Erdos & Morgan, 2,000 subscribers, questions on company size and sales, trucks, travel, beverages, etc.

Syndicated Research: Simmons and MRI

Figures are FOLIO estimates for the calendar year 1982.

Business: professional services

Ad Pages	
1 American Banker*	1,897
2 Business Insurance	1,544
3 Journal of Accountancy	837
4 ABA Journal	544
5 Real Estate Today	86
Total	**4,908**

Ad Pages Growth (1981/1982)	(%)
1 Journal of Accountancy	28.8
2 Business Insurance	3.9
3 American Banker	-8.0
4 ABA Journal	-10.5
5 Real Estate Today	n.e.*

Net Chg. Ad Pages (1981/1982)	
1 Journal of Accountancy	187
2 Real Estate Today	81
3 Business Insurance	58
4 ABA Journal	-64
5 American Banker	-164
Total	**98**

Avg. Ad Pages/Copy	
1 Journal of Accountancy	70
2 ABA Journal	45
3 Business Insurance	30
4 Real Estate Today	9
5 American Banker	8

Ad Revenue	($000)
1 American Banker	6,012
2 Business Insurance	5,034
3 ABA Journal	3,242
4 Journal of Accountancy	2,736
5 Real Estate Today	444
Total	**17,468**

Ad Revenue Growth (1981/1982)	(%)
1 Journal of Accountancy	41.4
2 Business Insurance	14.3
3 American Banker	9.8
4 ABA Journal	3.7
5 Real Estate Today	n.e.*

Net Chg. Ad Revenue (1981/1982)	($000)
1 Journal of Accountancy	801
2 Business Insurance	631
3 American Banker	536
4 Real Estate Today	387
5 ABA Journal	116
Total	**2,471**

Avg. Ad Rev./Copy	($)
1 Business Insurance	2.35
2 American Banker	1.18
3 Journal of Accountancy	0.89
4 ABA Journal	0.77
5 Real Estate Today	0.07

Average Circulation	
1 Real Estate Today	608,440
2 ABA Journal	350,000
3 Jrnl. of Accountancy	255,569
4 Business Insurance	41,114
5 American Banker	20,389
Total	**1,275,512**

Avg. Circ. Growth (1981/1982)	(%)
1 ABA Journal	12.7
2 American Banker	9.1
3 Business Insurance	3.8
4 Journal of Accountancy	2.2
5 Real Estate Today	-9.8

Net Chg. Avg. Circ. (1981/1982)	
1 ABA Journal	39,308
2 Journal of Accountancy	5,514
3 American Banker	1,697
4 Business Insurance	1,490
5 Real Estate Today	-65,751
Total	**-17,742**

Avg. Circ. Rev./Copy	($)
1 Real Estate Today	1.70
2 Journal of Accountancy	1.55
3 American Banker	1.14
4 ABA Journal	0.46
5 Business Insurance	0.37

Total Revenue (ad rev. + circ. rev.)	($000)
1 American Banker	11,812
2 Real Estate Today	10,788
3 Journal of Accountancy	7,483
4 Business Insurance	5,817
5 ABA Journal	5,167
Total	**41,067**

Total Rev. Growth (1981/1982)	(%)
1 ABA Journal	16.9
2 American Banker	15.1
3 Business Insurance	15.0
4 Journal of Accountancy	13.6
5 Real Estate Today	6.1

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 ABA Journal	141
2 Journal of Accountancy	137
3 Business Insurance	50
4 American Banker	n.e.*
5 Real Estate Today	n.e.*

Avg. Edit. Pgs./Copy	
1 ABA Journal	96
2 Journal of Accountancy	68
3 Business Insurance	20
4 American Banker	n.e.*
5 Real Estate Today	n.e.*

*Tabloid Size: 10" x 15¼," 856 lines.

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Realtor News*.

American Banker

American Banker Incorporated
One State Street Plaza
New York, New York 10004
(212) 943-6700
Published daily except Saturday, Sunday and holidays

Advertising Director: Edmund C. Burke, Senior VP
Other key contacts: Derick Otis Steinmann, Chairman; Peter H. Shipman, President.

Editorial Description: American Banker is edited for senior executives in banking and finance. It contains daily news and trends for decision-makers in banking. Its editorial network breaks the news of continuing changes in banking. Major news areas include: lending, money markets, legislation, operations and technology, marketing, mortgages and thrift institutions, trust and investment management, mergers and personnel appointments, plus international banking. Editorials, established columns, published speeches and position papers are also included.

Member: ABC

American Bar Association Journal

The American Bar Association
33 West Monroe Street
Chicago, Illinois 60603
(312) 621-9200
Published monthly

Publisher: Richard B. Allen, Editor
Other key contacts: Gertrude Buikema, Advertising Administration

Editorial Description: American Bar Association Journal is edited for those in the legal profession, and primarily for lawyers in private practice or judges of trial or appellate courts, federal and state. Articles deal with matters of current interest to the legal professional. Articles are not strictly limited to the law, but are chosen to provide insight into problems facing society that have legal implications. Reviews of books of general interest are included along with reviews of technical legal works. Other regular departments are devoted to digests of U.S. Supreme Court decisions, significant rulings of other courts and government agencies and taxation.

Member: BPA
Rate Information:
Rates as of rate card No.1-83, dated 1/83.

Freq.	BW	4C
1X	7,410	8,910
6X	6,555	7,555
12X	5,340	6,340

Rate Base: 320,000 as of 1/83.

Advertising Data:
•85% of all advertising space is full page ads.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Legal goods/services	214.1	39%
2. Office equip./services	163.7	30%
3. Insurance/finance	69.9	13%
4. Consumer	53.2	10%
5. Classified	39.0	7%
All others	4.1	1%
Total Ad Pages	544.0	100%

Figures are FOLIO estimates for the calendar year 1982.

City & regional

Ad Pages

1	New York Magazine	2,547
2	Los Angeles Magazine	2,428
3	Chicago	1,749
4	Sunset	1,694
5	The Washingtonian	1,666
6	Texas Monthly	1,649
7	Boston	1,616
8	Philadelphia	1,568
9	San Diego Magazine	1,564
10	Southern Living	1,451
11	D (Dallas/Fort Worth)	1,413
12	Houston Home & Gdn.	1,384
13	Crain's Chicago Bus.	1,311
14	Yankee	1,146
15	California	872
16	Alaska	558
	Total	**24,616**

Ad Pages Growth

(1981/1982)		(%)
1	New York Magazine	9.5
2	Houston Home & Garden	9.4
3	Alaska	9.3
4	California	8.5
5	The Washingtonian	2.2
6	Yankee	1.8
7	Southern Living	1.1
8	Boston	1.0
9	Sunset	-1.6
10	Chicago	-2.6
11	Los Angeles Magazine	-2.9
12	D (Dallas/Fort Worth)	-4.9
13	Philadelphia	-7.8
14	Texas Monthly	-8.5
15	San Diego Magazine	-11.9
16	Crain's Chicago Bus.	n.e.*

Net Chg. Ad Pages

(1981/1982)		
1	New York Magazine	220
2	Houston Home & Garden	119
3	California	68
4	Alaska	48
5	The Washingtonian	36
6	Yankee	20
7	Boston	16
8	Southern Living	16
9	Sunset	-27
10	Chicago	-46
11	D (Dallas/Fort Worth)	-72
12	Los Angeles Magazine	-72
13	Philadelphia	-132
14	Texas Monthly	-153
15	San Diego Magazine	-210
16	Crain's Chicago Bus.	n.e.*
	Total	**-169**

Avg. Ad Pages/Copy

1	Los Angeles Magazine	202
2	Chicago	146
3	The Washingtonian	139
4	Texas Monthly	137
5	Boston	135
6	Philadelphia	131
7	San Diego Magazine	130
8	Sunset	129
9	Southern Living	121
10	D (Dallas/Fort Worth)	118
11	Houston Home & Garden	115
12	Yankee	96
13	California	73
14	New York Magazine	51
15	Alaska	47
16	Crain's Chicago Bus.	25

Ad Revenue

		($000)
1	Southern Living	41,258
2	Sunset	35,245
3	New York Magazine	25,519
4	Texas Monthly	13,012
5	Los Angeles Magazine	8,887
6	Chicago	8,563
7	The Washingtonian	6,485
8	California	5,874
9	Yankee	5,649
10	Philadelphia	5,484
11	Houston Home and Gdn.	4,972
12	Crain's Chicago Bus.	4,905
13	Boston	4,794
14	D (Dallas/Ft. Worth)	4,053
15	San Diego Magazine	2,945
16	Alaska	830
	Total	**178,475**

Ad Revenue Growth

(1981/1982)		(%)
1	Houston Home & Garden	37.2
2	New York Magazine	20.3
3	Southern Living	16.7
4	Boston	15.7
5	Yankee	15.1
6	D (Dallas/Fort Worth)	13.9
7	Chicago	12.1
8	Los Angeles Magazine	11.0
9	The Washingtonian	9.4
10	Alaska	9.0
11	Texas Monthly	7.5
12	Sunset	6.0
13	California	2.1
14	Philadelphia	1.6
15	San Diego Magazine	-0.1
16	Crain's Chicago Bus.	n.e.*

Net Chg. Ad Revenue

(1981/1982)		($000)
1	Southern Living	5,916
2	New York Magazine	4,312
3	Sunset	1,996
4	Houston Home & Gdn.	1,348
5	Chicago	924
6	Texas Monthly	907
7	Los Angeles Magazine	882
8	Yankee	742
9	Boston	651
10	D (Dallas/Fort Worth)	496
11	The Washingtonian	470
12	California	123
13	Philadelphia	84
14	Alaska	69
15	San Diego Magazine	-4
16	Crain's Chicago Bus.	n.e.*
	Total	**18,916**

Avg. Ad Rev./Copy

1	San Diego Magazine	4.57
2	Los Angeles Magazine	4.56
3	D (Dallas/Fort Worth)	4.54
4	Houston Home & Garden	4.46
5	Texas Monthly	3.74
6	Boston	3.61
7	The Washingtonian	3.54
8	Chicago	3.33
9	Philadelphia	3.27
10	Crain's Chicago Bus.	2.13
11	Sunset	2.06
12	California	1.95
13	Southern Living	1.62
14	New York Magazine	1.18
15	Yankee	0.53
16	Alaska	0.45

*n.e. = not estimated

(Advertisement)

Within the City & Regional market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

New York (Including Cue)
Southern Living
Sunset

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue to qualify for the 400, include approximately 50 audited and 75 non-audited magazines.

Alaska

Alaska Northwest Publishing
130 2nd South
Edmonds, WA 98020
(206) 774-4111
Published monthly

Publisher: Robert A. Henning
Advertising Director: Robert J. McConnell
Other Key Contacts: Tom Gresham, Editor

Editorial Description: Alaska, the magazine of life on the last frontier, is edited to inform and entertain people interested in Alaska and Yukon Territory. Illustrated, true first-person stories of life on the last frontier, news of the north, travel, boating, snowmobiling, hunting, fishing, prospecting and history. Regular features on conservation and development of Alaska's resources: oil and gas, minerals, timber and fisheries.

Member: ABC

Rate Information:
Rates as of rate card No.30, dated 1/82.

	BW	4C
1X	2,170	3,168
6X	1,844	2,672
12X	1,731	2,497

Rate Base: 140,000 as of 12/31/82.

Advertising Data:
•27% of all advertising space is full page ads.
•38% of all space is run in full color.

Special rates available: Travel Directory, Guide Post, Trading Post, and Classified.

Demographic or Regional Editions: Alaska-Yukon Edition, Northern homes supplement to Alaska Magazine.

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
•Conducted by: Alaska Magazine with CPA Audit
•Date: May, 1980.
•Data collection method: Mail

A. Age Breakdown:	
Median Age	46.9

Figures are FOLIO estimates for the calendar year 1982.

City & regional *(continued)*

Average Circulation

1	Southern Living	2,123,965
2	Sunset	1,424,642
3	Yankee	882,807
4	New York Magazine	431,229
5	Texas Monthly	290,111
6	California	251,632
7	Chicago	214,170
8	Los Angeles Magazine	162,259
9	Alaska	153,664
10	Philadelphia	139,899
11	The Washingtonian	129,245
12	Boston	110,800
13	Houston Home & Gdn.	92,859
14	D (Dallas/Fort Worth)	74,403
15	San Diego Magazine	53,728
16	Crain's Chicago Bus.	44,307
	Total	**6,579,720**

Avg. Circ. Growth
(1981/1982) (%)

1	Houston Home & Garden	14.1
2	Southern Living	9.3
3	The Washingtonian	9.2
4	D (Dallas/Fort Worth)	7.4
5	Texas Monthly	4.6
6	Boston	4.5
7	Chicago	4.4
8	Yankee	3.3
9	California	3.2
10	New York Magazine	3.0
11	Philadelphia	1.3
12	Sunset	0.5
13	Los Angeles Magazine	0.3
14	San Diego Magazine	-0.4
15	Alaska	-6.0
16	Crain's Chicago Bus.	n.e.*

Net Chg. Avg. Circ.
(1981/1982)

1	Southern Living	180,864
2	Yankee	28,384
3	Texas Monthly	12,847
4	New York Magazine	12,384
5	Houston Home & Gdn.	11,505
6	The Washingtonian	10,911
7	Chicago	9,024
8	Sunset	7,638
9	D (Dallas/Fort Worth)	5,112
10	Boston	4,760
11	Philadelphia	1,793
12	Los Angeles Magazine	502
13	California	80
14	Alaska	-9,842
15	San Diego Magazine	-205
16	Crain's Chicago Bus.	n.e.*
	Total	**275,757**

Avg. Circ. Rev./Copy
($)

1	Los Angeles Magazine	1.83
2	Alaska	1.63
3	San Diego Magazine	1.39
4	The Washingtonian	1.35
5	Southern Living	1.27
6	Texas Monthly	1.24
7	Chicago	1.23
8	Yankee	1.15
9	D (Dallas/Fort Worth)	1.14
10	Boston	1.08
11	Houston Home & Garden	1.06
12	Philadelphia	1.04
13	Sunset	0.87
14	California	0.83
15	New York Magazine	0.59
16	Crain's Chicago Bus.	0.46

Total Revenue
(ad rev. + circ. rev.) ($000)

1	Southern Living	73,743
2	Sunset	50,193
3	New York Magazine	38,162
4	Yankee	17,788
5	Texas Monthly	17,346
6	Los Angeles Magazine	12,442
7	Chicago	11,725
8	The Washingtonian	8,580
9	California	8,391
10	Philadelphia	7,224
11	Boston	6,225
12	Houston Home and Gdn.	6,150
13	Crain's Chicago Bus.	5,971
14	D (Dallas/Ft. Worth)	5,073
15	San Diego Magazine	3,840
16	Alaska	3,826
	Total	**276,679**

Total Rev. Growth
(1981/1982) (%)

1	Houston Home & Garden	26.5
2	Boston	19.3
3	New York Magazine	19.1
4	Southern Living	17.1
5	Yankee	16.3
6	The Washingtonian	12.2
7	Chicago	12.1
8	D (Dallas/Fort Worth)	12.0
9	Los Angeles Magazine	10.6
10	Texas Monthly	8.3
11	San Diego Magazine	4.1
12	Sunset	3.6
13	Philadelphia	1.2
14	Alaska	-3.7
15	California	-8.2
16	Crain's Chicago Bus.	n.e.*

Avg. Total Pgs./Copy
(ad pages + edit. pages)

1	Los Angeles Magazine	352
2	Chicago	274
3	Boston	247
4	San Diego Magazine	247
5	Texas Monthly	244
6	Southern Living	237
7	Sunset	235
8	Philadelphia	232
9	Yankee	198
10	California	167
11	New York Magazine	131
12	Crain's Chicago Bus.	48
13	Alaska	n.e.*
14	D (Dallas/Fort Worth)	n.e.*
15	Houston Home & Garden	n.e.*
16	The Washingtonian	n.e.*

Avg. Edit. Pgs./Copy

1	Los Angeles Magazine	149
2	Chicago	129
3	San Diego Magazine	116
4	Southern Living	116
5	The Washingtonian	116
6	Boston	112
7	Texas Monthly	107
8	Sunset	106
9	Yankee	102
10	Philadelphia	101
11	California	94
12	New York Magazine	80
13	Crain's Chicago Bus.	23
14	Alaska	n.e.*
15	D (Dallas/Ft. Worth)	n.e.*
16	Houston Home and Gdn.	n.e.*

*n.e. = not estimated

B. Male/Female Composition:

Male	78.7%
Female	21.3%

C. Household Income:

Median Income	$26,142.

D. Purchasing and Ownership Indicators:

•48% purchased goods from magazine advertising in Alaska magazine.
•69% fished in past 12 months.
•47% hunted with firearms in past 12 months.
•87% made catalog or mail order purchase in past 12 months.
•60% went camping in past 12 months.
•48% own light-duty truck.

Boston Magazine

Metrocorp
1050 Park Square Building
Boston, Massachusetts 02116
(617) 357-4000
Published monthly

Publisher: James P. Kuhn, Jr.
Advertising Director: William M. Barber III
Other key contacts: Francis X. DeLone, Marketing Director; David H. Lipson, Advertising Sales Director; Walter J. Walsh, General Manager.

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area: its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC
Rate Information:
Rates as of rate card No.54, dated 3/83.

Freq.	BW	4C
1X	2,860	4,090
6X	2,730	3,910
12X	2,615	3,705

Rate Base: 110,000 as of 4/82.

Advertising Data:
•49% of all advertising space is full page ads.
•26.32% of all space is run in full color.

Networks or combination buys through which publication is available: Metro Magazines discount, Philadelphia/ Boston Combo discount

Special rate cards available: Restaurant and Classified

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food/drink/alchohol	344.6	21.5%
2. Home	245.8	15.3%
3. Apparel	211.9	13.2%
4. Business	131	8.2%
5. Real estate	111.6	7%
All others	559.1	34.85%
Total Ad Pages	1604	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Politics/local issues	269.2	20%
2. Lifestyle	269.2	20%
3. Home/service	269.2	20%
4. Dining	201.9	15%
5. Profiles	201.9	15%
All others	134.6	10%
Total Edit. Pages	1346	100%

Primary SRDS Classification No.: 30A

Average Ad/Edit. Ratio: 58.7/41.3

Syndicated Research: MRI

Figures are FOLIO estimates for the calendar year 1982.

City & regional (continued)

Avg. Subscrip. Circ.

1	Southern Living	2,002,285
2	Sunset	1,318,905
3	Yankee	803,920
4	New York Magazine	391,807
5	Texas Monthly	240,868
6	California	220,576
7	Chicago	187,870
8	Alaska	113,549
9	Philadelphia	111,327
10	Los Angeles Magazine	97,116
11	The Washingtonian	92,940
12	Boston	90,719
13	Houston Home & Gdn.	76,064
14	D (Dallas/Fort Worth)	55,870
15	San Diego Magazine	41,771
16	Crain's Chicago Bus.	31,968
	Total	**5,877,555**

Subscription Growth (1981/1982) (%)

1	Houston Home & Garden	19.9
2	Southern Living	9.3
3	The Washingtonian	9.1
4	D (Dallas/Fort Worth)	8.7
5	Texas Monthly	6.3
6	Chicago	5.5
7	Yankee	3.4
8	Boston	3.2
9	New York Magazine	3.2
10	Philadelphia	2.1
11	Sunset	1.5
12	Los Angeles Magazine	-0.4
13	California	-0.9
14	San Diego Magazine	-2.7
15	Alaska	-3.1
16	Crain's Chicago Bus.	n.e.*

Net Chg. Subscriptns. (1981/1982) (Subs.)

1	Southern Living	170,134
2	Yankee	26,677
3	Sunset	19,305
4	Texas Monthly	14,355
5	Houston Home & Gdn.	12,642
6	New York Magazine	12,245
7	Chicago	9,749
8	The Washingtonian	7,737
9	D (Dallas/Fort Worth)	4,474
10	Boston	2,792
11	Philadelphia	2,317
12	Los Angeles Magazine	-372
13	San Diego Magazine	-1,168
14	California	-1,925
15	Alaska	-3,603
16	Crain's Chicago Bus.	n.e.*
	Total	**275,359**

Average Sub. Price ($)

1	Crain's Chicago Bus.	30.00
2	New York Magazine	24.72
3	Los Angeles Magazine	19.86
4	Alaska	17.91
5	Southern Living	14.66
6	San Diego Magazine	14.63
7	Chicago	13.47
8	Yankee	13.46
9	The Washingtonian	13.39
10	Texas Monthly	13.09
11	Boston	11.12
12	D (Dallas/Fort Worth)	10.50
13	Houston Home & Gdn.	10.20
14	Sunset	10.09
15	Philadelphia	9.62
16	California	8.45

Sub. Revenue ($000)

1	Southern Living	29,346
2	Sunset	13,311
3	Yankee	10,818
4	New York Magazine	9,687
5	Texas Monthly	3,152
6	Chicago	2,531
7	Alaska	2,034
8	Los Angeles Magazine	1,929
9	California	1,865
10	The Washingtonian	1,245
11	Philadelphia	1,071
12	Boston	1,009
13	Crain's Chicago Bus.	959
14	Houston Home & Garden	775
15	San Diego Magazine	611
16	D (Dallas/Fort Worth)	587
	Total	**80,930**

Sub. Rev. Growth (1981/1982) (%)

1	Boston	44.8
2	San Diego Magazine	19.8
3	The Washingtonian	19.3
4	Yankee	17.3
5	Southern Living	17.2
6	New York Magazine	16.9
7	Chicago	16.5
8	Los Angeles Magazine	11.0
9	Texas Monthly	10.7
10	Philadelphia	1.4
11	Sunset	-0.9
12	D (Dallas/Fort Worth)	-1.4
13	Alaska	-3.1
14	Houston Home & Garden	-4.0
15	California	-35.0
16	Crain's Chicago Bus.	n.e.*

Newsstand Revenue ($000)

1	Southern Living	3,139
2	New York Magazine	2,957
3	Sunset	1,637
4	Los Angeles Magazine	1,625
5	Yankee	1,321
6	Texas Monthly	1,182
7	Alaska	963
8	The Washingtonian	850
9	Philadelphia	669
10	California	652
11	Chicago	631
12	D (Dallas/Fort Worth)	434
13	Boston	422
14	Houston Home & Garden	403
15	San Diego Magazine	284
16	Crain's Chicago Bus.	107
	Total	**17,276**

Nwsld. Rev. Growth (1981/1982) (%)

1	California	24.7
2	San Diego Magazine	22.9
3	The Washingtonian	22.1
4	Southern Living	20.9
5	New York Magazine	15.8
6	D (Dallas/Fort Worth)	15.3
7	Yankee	14.1
8	Boston	11.0
9	Texas Monthly	10.9
10	Los Angeles Magazine	8.1
11	Philadelphia	-1.8
12	Chicago	-2.7
13	Houston Home & Garden	-6.3
14	Sunset	-7.1
15	Alaska	-13.5
16	Crain's Chicago Bus.	n.e.*

*n.e. = not estimated

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: January-March, 1981
- Sample size: 817
- Cooperation/Return rate: 73.3%
- Data collection method: Mail and bound into newsstand

A. Age Breakdown:

18-24	13.3%
25-34	23.5%
35-44	22.2%
45-54	18.8%
55+	22.2%
Median Age	40.5

B. Male/Female Composition:

Male	45.6%
Female	54.4%

C. Household Income:

Under $10,000	1.1%
$10,000-14,999	4.4%
$15,000-19,999	7.6%
$20,000-24,999	6.1%
$25,000-34,999	17.8%
$35,000-49,999	26.1%
$50,000+	36.9%
Median Income	$42,490

D. Occupation:

Mgr../Admin.	44.2%
Prof./Tech.	27.9%
Cler./Sales	8.5%
Other Emp.	19.4%
Not Emp.	20.3%

E. Educational Level:

Not H.S. Grad.	1.9%
H.S. Grad.	97.6%
1-3 Yrs. College	81.8%
Coll. Grad.	50.4%
Post Grad.	19.1%

F. Purchasing and Ownership Indicators:
- 44.7% owned corporate bonds.
- 85.1% owned a car bought new.
- 97.9% dined out last month.
- 40.5% purchased liquor by the case last month.
- 66.5% owned home.
- 92.9% entertained monthly. (on an average)
- 45.3% purchased household furniture.
- 62.9% decorated or made additions within the past year.
- 63.7% took pleasure trips in U.S. within the past year.
- 31.7% traveled for pleasure outside U.S. within the past year.

California

California Magazine, Incorporated
9665 Wilshire Boulevard
Beverly Hills, California 90212
(213) 273-7516
Published monthly

Publisher: John Marin
Advertising Director: Tony Hoyt
Other key contacts: David Honneus, National Advertising Manager

Editorial Description: California is a magazine about California and what it has to offer. Editorial concerns its diversity, abundant resources, physical beauty, creativity, and its occasional outrages. It charts the history of California for its residents.

Member: ABC
Rate Information:
Rates as of rate card No.3, dated 9

Freq.	BW	4C
1X	6,150	9,535
6X	5,845	9,060
12X	5,535	8,580

Rate Base: 250,000 as of 9/82.

Figures are FOLIO estimates for the calendar year 1982.

City & regional *(continued)*

Avg. Newstnd. Circ. (copies sold/issue)

1 Southern Living	121,681
2 Sunset	105,737
3 Yankee	78,888
4 Los Angeles Magazine	65,143
5 Texas Monthly	49,243
6 Alaska	40,115
7 New York Magazine	39,422
8 The Washingtonian	36,306
9 California	31,056
10 Philadelphia	28,572
11 Chicago	26,300
12 Boston	20,082
13 D (Dallas/Fort Worth)	18,533
14 Houston Home & Gdn.	16,795
15 San Diego Magazine	11,957
16 Crain's Chicago Bus.	2,754
Total	**692,584**

Newsstand Growth ('81/'82: copies sold/issue) (%)

1 Boston	10.9
2 Southern Living	9.7
3 The Washingtonian	9.6
4 San Diego Magazine	8.8
5 California	6.9
6 D (Dallas/Fort Worth)	3.6
7 Yankee	2.2
8 Los Angeles Magazine	1.4
9 New York Magazine	0.4
10 Philadelphia	-1.8
11 Chicago	-2.7
12 Texas Monthly	-3.0
13 Houston Home & Garden	-6.3
14 Sunset	-9.9
15 Alaska	-13.5
16 Crain's Chicago Bus.	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)

1 Southern Living	10,731
2 The Washingtonian	3,175
3 California	2,005
4 Boston	1,969
5 Yankee	1,708
6 San Diego Magazine	964
7 Los Angeles Magazine	872
8 D (Dallas/Fort Worth)	637
9 New York Magazine	139
10 Philadelphia	-526
11 Chicago	-725
12 Houston Home & Gdn.	-1,137
13 Texas Monthly	-1,508
14 Alaska	-6,240
15 Sunset	-11,668
16 Crain's Chicago Bus.	n.e.*
Total	**396**

Avg. Nwstd. Price ($)

1 Southern Living	2.10
2 Los Angeles Magazine	2.08
3 Alaska	2.00
4 Chicago	2.00
5 Houston Home & Garden	2.00
6 Texas Monthly	2.00
7 San Diego Magazine	1.98
8 D (Dallas/Fort Worth)	1.95
9 Philadelphia	1.95
10 The Washingtonian	1.95
11 Boston	1.75
12 California	1.75
13 New York Magazine	1.50
14 Yankee	1.40
15 Sunset	1.29
16 Crain's Chicago Bus.	0.75

*n.e. = not estimated

Advertising Data:
- •65% of all advertising space is full page ads.
- •64% of all space is run in full color.
- •453 advertisers placed 1/6 or more in 1982.
- •47 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: 5% combination discount with Texas Monthly.

Special rate cards available: Publishing and Mail order.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Beer/wine/liquor	155	18%
2. Retail/direct mail	144	17%
3. Travel/hotel/resort	107	12%
4. Automotive	68	8%
5. Cigarettes/tobacco	67	8%
All others	331	37%
Total Ad Pages	872	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Entertainment/arts	396	35%
2. Lfst'l/gen'l interest	385	34%
3. Politics/law	158	14%
4. Travel/outdoors	136	12%
5. Science/environment	57	5%
Total Edit. Pages	1132	100%

Primary SRDS Classification No.: 30A

Average Ad/Edit. Ratio: 44/56

Syndicated Research: MRI
Subscriber Demographics:
- •Conducted by: Erdos & Morgan
- •Date: Summer 1981
- •Sample size: 2,000
- •Cooperation/Return rate: 64%
- •Data collection method: Mail

A. Age Breakdown:

18-24	7%
25-34	30%
35-44	22%
45-54	16%
55 +	24%
Median Age	40.8

B. Male/Female Composition:

Male	48%
Female	52%

C. Household Income:

Under $10,000	5%
$10,000-14,999	7%
$15,000-19,999	9%
$20,000-24,999	12%
$25,000-34,999	20%
$35,000-49,999	22%
$50,000 +	25%
Median Income	$33,453

D. Occupation:

Mgr. / Admin	33%
Prof/Tech	24%
Cler/Sales	9%
Other Emp.	13%
Not Emp.	21%

E. Educational Level:

Not H.S. Grad.	4%
H.S. Grad.	15%
1-3 Yrs. College	34%
Coll. Grad.	17%
Post Grad.	30%

F. Purchasing and Ownership Indicators:
- •77% have retail charge accounts.
- •71% own main residence.
- •85% traveled in U.S. in the past 12 months.
- •86% traveled in California in the past 12 months.
- •97% own, lease or operate a car or special utility vehicle.
- •86% own hi-fi/stereo equipment.
- •92% served alcoholic beverages in the past month.
- •73% acquired vehicles new.
- •84% attended movies in the past 12 months.
- •92% read books for pleasure.

Chicago

WFMT, Incorporated
303 East Wacker Drive
Chicago, Illinois 60601
(312) 565-5000
Published monthly

Publisher: Raymond Nordstrand
Advertising Director: Owen Deutsch
Other key contacts: Arlene Furey, Director of National Sales Development; Andrew Karzas, Sales Promotion Manager

Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in Chicago's quality of life. In-depth articles deal with community issues (education, crime, health, etc.) events and personalities. Regular features include critical columns on restaurants, films, the fine and lively arts, hi-fi, wine, audio, books, fashion and travel; portfolios of art and photography; photographic histories of Chicago. Each issue contains capsule critiques of recommended restaurants and current films; details about things to do and see; and the programming of Chicago's fine arts radio station (WFMT) and public TV station (WTTW).

Member: ABC
Rate Information:
Rates as of rate card No.13, dated 9/82.

Freq.	BW	4C
1X	4,460	7,250
6X	4,190	6,970
12X	3,920	6,680

Rate Base: 215,000 as of 9/82.

Advertising Data:
- •53% of all advertising space is full page ads.
- •34% of all space is run in full color.
- •2,238 advertisers placed 1/6 or more in 1982.
- •1,755 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: see CMRA.

Special rate cards available: Restaurants

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Fash./jwlry./cosmetics	439.63	25.1%
2. Furn./access./home entertain.	200.92	11.5%
3. Food/dining	179.92	10.3%
4. Travel/hotels/resorts	146.17	8.4%
5. Beer/wine/liquor	110.50	6.3%
All others	671.46	38.4%
Total Ad Pages	1748.60	100%

(continued on page 648)

Computers: Home & Personal

Ad Pages

1	Byte	4,001
2	80 Micro	2,512
3	InfoWorld	2,238
4	Personal Computing	1,858
5	Creative Computing	1,680
6	Compute	1,205
7	Microcomputing	1,090
8	Popular Computing	810
9	Computers & Electronics	700
	Total	**16,094**

Ad Pages Growth
(1981/1982) (%)

1	Personal Computing	172.4
2	InfoWorld	114.0
3	80 Micro	35.3
4	Compute	24.3
5	Creative Computing	24.0
6	Byte	9.0
7	Computers & Electronics	-0.7
8	Microcomputing	-16.1
9	Popular Computing	n.e.*

Net Chg. Ad Pages
(1981/1982)

1	InfoWorld	1,192
2	Personal Computing	1,176
3	80 Micro	656
4	Byte	331
5	Creative Computing	325
6	Compute	235
7	Popular Computing	0
8	Computers & Electronics	-5
9	Microcomputing	-209
	Total	**3,701**

Avg. Ad Pages/Copy

1	Byte	333
2	80 Micro	209
3	Personal Computing	155
4	Creative Computing	140
5	Compute	100
6	Microcomputing	91
7	Popular Computing	67
8	Computers & Electronics	58
9	InfoWorld	44

*n.e. = not estimate

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Interface Age* and *Personal Computing*.

Byte

McGraw-Hill
70 Main Street
Peterborough, New Hampshire 03458
(603) 924-9281
Published monthly

Publisher: Virginia Londoner
Advertising Director: Debbie Porter

Editorial Description: Byte magazine is edited for the personal computing enthusiast, featuring tutorial and technical information concerning building, buying or using computers for private purposes. The content includes articles on hardware and software, tutorials on topics in practical computer science, interaction with readers through letters and technical forums, reviews of new products, news of clubs, conventions and happenings.

Member: ABC
Rate Information:
Rates as of rate card No.9, dated 10/82.

Freq.	BW	4C
1X	5,950	6,545
6X	5,635	6,230
12X	5,390	5,985

Networks or combination buys through which publication is available: McGraw-Hill Network

Special rate cards available: Discount rates for surplus dealers and retail stores.

Top Five 1982 Advertising Categories:

1. Software
2. CPU's
3. Peripherals
4. Memory Boards
5. Interfaces

Total Ad Pages 4,001

Primary SRDS Classification No.: 5A/43

Average Ad/Edit. Ratio: 60/40

Sub

Subscriber Demographics:
- Conducted by: McGraw-Hill Research
- Date: April 1982
- Sample size: 2,000
- Cooperation/Return rate: 72.9%
- Data collection method: Mail survey

A. Age Breakdown:	
18-24	8.6%
25-34	38.1%
35-44	29.4%
45-54	13%
55 +	6.9%
Median Age	32
B. Male/Female Composition:	
Male	98%
Female	2%
C. Household Income:	
Under $10,000	2.4%
$10,000-14,999	2.1%
$15,000-19,999	3.7%
$20,000-24,999	6.6%
$25,000-29,999	9.4%
$30,000-49,000	36.4%
$50,000 +	28.9%
Median Income	$45,000
D. Occupation:	
Mgr. ./Admin.	13.5%
Prof./Tech.	67%
Other Emp.	5.9%

(Advertisement)

Computers: Home and Personal
A Market Overview

For the purposes of this discussion of the home/personal computer market we will be using the following definitions:

Home computers are less sophisticated computers with smaller memory capacities and a price of less than $1,000.

Personal computers are the more sophisticated and versatile computers that cost between $1,000 and $10,000 and are primarily (although not exclusively) used for business and professional purposes.

Background

Rarely has *Time* Magazine's "Man of the Year" been under 40; giving that honor to an eight year old was virtually unheard of until this past year when the computer, amid a flurry of controversy, was singled out as having had the greatest influence, for good or evil, on our lives.

The computer industry as a whole is a post-World War II phenomenon, starting with ENIAC and UNIVAC entering government service in the late 1940's and moving into private industry in the 1950's. The next three decades saw computers much reduced in physical size and dollar cost while their "mental" capacity expanded exponentially.

In the years following the introduction of the mainframe computer, dissatisfaction grew in some segments of the computer market which viewed the mainframe computer as too remote and inaccessible. In 1965, Digital Equipment Corporation introduced the PDP-8, the first minicomputer. The minicomputer was less powerful than the mainframe, but it was also smaller and less expensive, so a company could reasonably acquire more than one, thereby increasing the number of employees to whom computer power was available.

1975 saw the introduction of the first home/personal computer, a microcomputer whose development was made possible by the invention of the transistor and the miniaturized circuit, which enabled industry pioneers to put the power and capability of a room-sized computer of 1950's vintage onto a silicon chip that can be balanced on a person's finger. Simultaneously, other technological advances made the home/personal computer less expensive to produce and more versatile in its applications.

This is the point at which the consumer market for computer equipment began. Most of the first individual consumers were electronics hobbyists; in fact, the very first home/personal computers available came only in kit form.

A Burgeoning and Volatile Market

In the short period since 1975, the home/personal computer industry has experienced astonishing growth. In 1982, over 2 million home/personal computers were sold. Industry revenues for 1982 are estimated conservatively at about $5 billion, an increase of 90% over

(continued...)

Figures are FOLIO estimates for the calendar year 1982.

Computers: Home & Personal (continued)

Ad Revenue

1	Byte	18,794
2	Computers & Electronics	6,729
3	Personal Computing	4,991
4	Creative Computing	4,452
5	InfoWorld	3,650
6	80 Micro	3,585
7	Popular Computing	1,873
8	Compute	1,848
9	Microcomputing	1,511
	Total	**47,433**

Ad Revenue Growth

1	Personal Computing	423.0
2	InfoWorld	265.0
3	Compute	227.1
4	80 Micro	163.2
5	Creative Computing	153.1
6	[illegible]	64.9
7	Microcomputing	45.8
8	Computers & Electronics	10.2
9	Popular Computing	n.e.*

Net Chg. Ad Revenue

1	Byte	7,394
2	Personal Computing	4,863
3	Creative Computing	2,693
4	InfoWorld	2,650
5	80 Micro	2,223
6	Compute	1,283
7	Computers & Electronics	620
8	Microcomputing	475
9	Popular Computing	0
	Total	**22,201**

Avg. Ad Rev./Copy

1	Byte	5.52
2	80 Micro	2.77
3	Creative Computing	2.10
4	InfoWorld	1.84
5	Personal Computing	1.77
6	Compute	1.61
7	Microcomputing	1.43
8	Computers & Electronics	1.35
9	Popular Computing	1.09

*n.e. = not estimated

E. Educational Level:

H.S. Grad.	4.4%
1-3 Yrs. College	22.9%
Coll. Grad.	22.6%
Post Grad.	31.6%

F. Purchasing and Ownership Indicators:
- •89% own computer equipment.
- •21% own home video recorder.
- •23% plan to buy a video recorder in next 18 months.
- •88% took one or more overnight trips in the past year.
- •47% bought software in the past year.

Compute

Small Systems Services, Inc.
505 Edwardia Drive
Greensboro, North Carolina 27409
(919) 275-9809
Published monthly

Publisher: Robert C. Lock
Advertising Director: Andy Meehan

Editorial Description: Compute is devoted to the application of personal computers in home, educational and other consumer settings. Edited for users and others ranging from novice to advanced. Content centers on personal computer products from Atari, Inc.; Apple, Inc.; Commodore Business Machines, Inc.; and other consumer computer manufacturers. Regular features include "The World Inside the Computer," edited for parents and children with computers; "Telecommunications," exploring use of personal computers in larger networks. "Computers and Society," exploring present and future impact of personal computers on society; articles and computer programs devoted to use and application in home, educational and business; scientific environments.

Member: ABC application pending
Rate Information:
Rates as of rate card No. 7, dated 1/83.

Freq.	BW	4C
1X	1,997	2,472
6X	1,800	2,275
12X	1,711	2,186

Rate Base: 150,000 as of 3/83.

Advertising Data:
- •75% of all advertising space is full page ads.
- •20% of all space is run in full color.
- •420 advertisers placed 1/6 or more in 1982.
- •225 advertisers ran 6X or more in 1982.

Top 1982 Advertising Categories:

		Ad Pgs.	Pct.
1.	Resellers	327.61	27.18%
2.	Systems & App. S/W	270.23	22.42%
3.	Misc. Hardware	220.82	18.33%
4.	Recreational software	203.91	16.92%
	All others	182.7	15.15%
	Total Ad Pages	1205.27	100%
	Total Edit. Pages	1254.73	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 48/52

Subscriber Demographics:
- •Conducted by: Small System Services, Inc.
- •Date: Fall 1981
- •Sample size: 1352
- •Cooperation/Return rate: 66%
- •Data collection method: Mail

A. Age Breakdown:

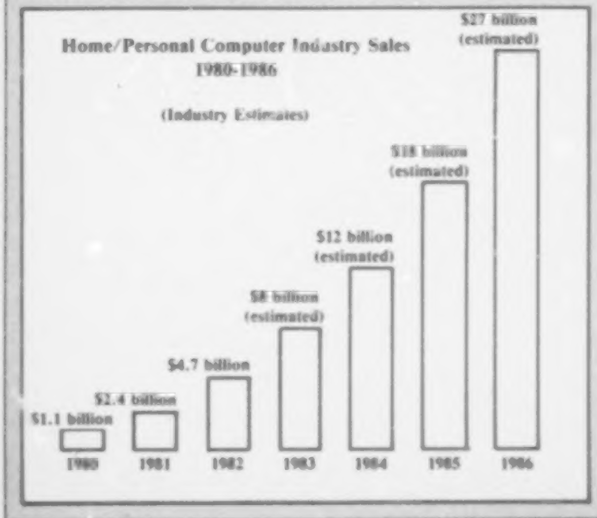
under 20	7%
20-30	22.7%
31-40	36.4%
41-50	21.2%
51+	12.8%
Median Age	34.5

B. Male/Female Composition:

Male	94.6%
Female	5.4%

(Advertisement)

1981. This figure includes sales of the computer proper as well as sales of the software programs which give the machine its operating directions, peripheral equipment like printers, plotters, music/voice synthesizers and modems, and the magnetic media on which programs and data are stored. Home/personal computer buyers typically spend $1.50 on peripherals, media and software for every $1.00 spent on the computer itself. (It is likely that peripherals, media and software may come to represent an even larger share of the total market if, as is currently the case, the price of home/personal computers declines at a faster rate than the price of the ancillary products.)



Estimates vary widely, but many experts expect industry revenues to keep growing at an annual rate of 50%-60%. Predictions that industry sales will reach the $20 billion mark by 1985 or 1986 are common.

Industry experts believe that, within the computer market as a whole, the trend toward home/personal computers is overwhelming. In terms of sales, the home/personal comouter industry is expected to overtake the minicomputer industry within the next couple of years and to pass even the mainframe industry by the end of the decade.

With growth forecasts like these, it is no wonder that the industry has been attracting entrants in droves. There are currently over 150 different companies manufacturing home/personal computers. It is a highly volatile market. While some pioneers such as Apple and Radio Shack continue to be industry leaders, many of the other companies like Altair, Southwest Technical Products, Imsai, Cosmac and OSI that dominated the market in its early years are no longer dominant forces in the industry. And the past two years have provided an excellent demonstration that, under the right circumstances, a newcomer can still have substantial impact on the market: during that brief

(continued...)

Figures are FOLIO estimates for the calendar year 1982.

Computers: Home & Personal *(continued)*

Average Circulation

1	Computers & Elec.	409,888
2	Byte	283,940
3	Personal Computing	234,820
4	Creative Computing	176,690
5	Popular Computing	142,865
6	80 Micro	107,751
7	Compute	95,725
8	Microcomputing	88,142
9	InfoWorld	38,866
	Total	1,578,687

Avg. Circ. Growth
(1981/1982) (%)

1	Personal Computing	252.0
2	Compute	211.5
3	InfoWorld	72.7
4	Creative Computing	65.1
5	Byte	37.3
6	Microcomputing	29.3
7	80 Micro	13.1
8	Computers & Electronics	3.9
9	Popular Computing	n.e.*

Net Chg. Avg. Circ.
(1981/1982)

1	Personal Computing	168,119
2	Byte	77,074
3	Compute	64,992
4	Creative Computing	62,690
5	Microcomputing	19,995
6	InfoWorld	16,366
7	Computers & Elec.	15,782
8	80 Micro	12,501
9	Popular Computing	0
	Total	437,519

Avg. Circ. Rev./Copy
($)

1	Microcomputing	2.52
2	80 Micro	2.37
3	Creative Computing	2.25
4	Compute	2.17
5	Byte	1.91
6	Popular Computing	1.46
7	Personal Computing	1.26
8	Computers & Electronics	1.05
9	InfoWorld	0.55

*n.e. = not estimated

C. Occupation:

Mgr. ./Admin.	24.9%
Prof./Tech.	38.5%
Cler./Sales	13.6%
Other Emp.	14%
Not Emp.	9%

D. Purchasing and Ownership Indicators:

- •Over 48% plan to buy a printer within 6 months.
- •Over 30% are involved in personal computer buying at their place of work.
- •72.29% expect to spend $100 or more on software within the next 6 months.
- •29.44% expect to spend $300 or more on software within the next 6 months.
- •Over 85% expect one or more friends to purchase personal computers within six months and over 80% expect those friends to consult with them before purchasing.

Computers & Electronics

Ziff-Davis Publishing Company
One Park Avenue
New York, New York 10016
(212) 725-3516
Published monthly

Publisher: Joseph E. Mesics
Advertising Director: Paul J. Levinson

Editorial Description: Computers & Electronics is edited for today's electronic expert and articles concern his/her interest in electronic devices, how they function, how they're made and how they perform. Emphasis on microcomputers, communications, satellites, electronic instruments as well as audio and video equipment.

Member: ABC, MPA

Creative Computing

Ziff-Davis Publishing
39 East Hanover Avenue
Morris Plains, New Jersey 07950
(201) 540-0445
Published monthly

Publisher: David Ahl
Advertising Director: Jeff Weiner

Editorial Description: Creative Computing magazine contains in-depth evaluations of computers, peripherals and software; articles by thinkers and doers in the field, and a diversity of applications and software that run directly on most small computers. Applications and programming techniques are published for the various expertise. New ideas in the field are published in such a way that a business manager, a student, or a corporate executive can understand and use them.

Member: BPA
Rate Information:
Rates as of rate card No.11, dated 1/83.

Freq.	BW	4C
1X	3,500	4,200
6X	3,210	3,910
12X	2,940	3,640

Rate Base: 175,000 as of 1/83.

Advertising Data:

- •75% of all advertising space is full page ads.
- •39% of all space is run in full color.
- •600 advertisers placed 1/6 or more in 1982.
- •400 advertisers ran 6X or more in 1982.

Special rate cards available: Software manufacturers, Retail roster and Shopper's guide.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Software	840	50%
2. Computer	336	20%
3. Peripherals	336	20%
All others	168	10%
Total Ad Pages	1680	100%

(Advertisement)

period, IBM has surged from 0 market share to a position of challenging Apple's predominance.

Market Leaders
% of Total Home/Personal Computers Revenue—1982

Apple	22%
IBM	20
Radio Shack	15
Commodore	12
Hewlett-Packard	11
Atari	7
DEC	7
Others	6

IBM's entry has had the effect of focusing attention on the home/personal computer. While it has undoubtedly discouraged some smaller companies from entering the field, it also appears to have prompted several already-established mainframe and minicomputer manufacturers to initiate or step up activities in the home/personal computer arena.

Increasingly, the consumer market for computers is being viewed as a market composed of two segments: home computers and personal computers (for business/professional use). Price has been the primary criterion defining the two segments, but sophistication of the computer and memory capacity also play a significant role.

The Home Computer Market Segment

The home computer segment of the market consists of less sophisticated machines with smaller memory capacity and a price tag that reads less than $1,000. Current sales leaders in this market segment include Time/Sinclair which pioneered the $100 computer, Commodore, Texas Instruments and Atari. Machines in the home computer segment of the market are used primarily for home entertainment or as a means through which computer "illiterates" can begin to introduce themselves to computing. More and more, the home computer market is coming into competition with the video game market (and the recent sharp declines in video game sales are widely seen as the result). This has been particularly true since the "home computer" price wars of 1982, when unit prices were slashed drastically.

There is currently considerable debate over the home computer's short-term potential for becoming a mass market item. Industry observers agree that its ability to do so will depend not only on manufacturers' abilities to reduce unit prices and to produce more "user friendly" machines, but also, and perhaps most importantly, on the emergence of a true utility for home computers.

Most of today's home computers are severely limited in the extent to which they can perform functions that are really of value to the average consumer. What is needed to spark the growth of the home computer market is a machine application that will have widespread utility and appeal. No one knows for sure yet what the "magic" ap-

(continued...)

Figures are FOLIO estimates for the calendar year 1982.

Computers: Home & Personal *(continued)*

Total Revenue (ad rev. + circ. rev.)	($000)
1 Byte	25,310
2 Computers & Elec.	11,979
3 Creative Computing	9,222
4 Personal Computing	8,550
5 80 Micro	6,648
6 InfoWorld	4,737
7 Popular Computing	4,383
8 Compute	4,340
9 Microcomputing	4,172
Total	79,341

Total Rev. Growth (1981/1982)	(%)
1 Personal Computing	611.3
2 Compute	266.6
3 InfoWorld	199.8
4 Creative Computing	110.6
5 80 Micro	86.9
6 Byte	63.3
7 Microcomputing	40.0
8 Computers & Electronics	24.0
9 Popular Computing	n.e.*

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Byte	543
2 80 Micro	392
3 Creative Computing	260
4 Compute	205
5 Microcomputing	185
6 Popular Computing	145
7 Computers & Electronics	124
8 InfoWorld	61
9 Personal Computing	n.e.*

Avg. Edit. Pgs./Copy	
1 Byte	209
2 80 Micro	183
3 Creative Computing	120
4 Compute	105
5 Microcomputing	95
6 Popular Computing	77
7 Computers & Electronics	66
8 InfoWorld	18
9 Personal Computing	n.e.*

*n.e. = not estimated

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Applications	432	30%
2. Product reviews	432	30%
3. Feature articles	216	15%
4. Columns	144	10%
5. Tutorials	72	5%
All others	144	10%
Total Edit. Pages	1440	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 58/42

Subscriber Demographics:
- Conducted by: Ziff-Davis
- Date: March 1982
- Sample size: 2,000
- Cooperation/Return rate: 66%
- Data collection method: Mail, phone

A. Age Breakdown:

18-24	9.6%
25-34	26.5%
35-44	32.6%
45-54	14.4%
55+	9.0%
Median Age	37

B. Male/Female Composition:

Male	96.1%
Female	3.9%

C. Household Income:

Under $10,000	2.4%
$10,000-14,999	3.2%
$15,000-19,999	4.9%
$20,000-24,999	7.0%
$25,000-34,999	19.0%
$35,000-49,000	34.8%
$50,000+	28.6%
Median Income	$40,360

D. Occupation:

Mgr. ./Admin.	31%
Prof./Tech.	60%
Cler./Sales	2%
Other Emp.	7%

E. Educational Level:

Not H.S. Grad.	7.5%
H.S. Grad.	4.6%
1-3 Yrs. College	20.6%
Coll. Grad.	16.9%
Post Grad.	50.4%

F. Purchasing and Ownership Indicators:
- 89.4% regularly use a microcomputer.
- 68.3% purchased a computer in the last 12 months.
- 73.7% own a personal computer.
- 87.6% purchased software.
- 58.4% make computer purchases for a company.
- Average reader spent $2046 on microcomputer equipment in the last 12 months.

80 Micro

Wayne Green Inc.
80 Pine Street
Peterborough, New Hampshire 03458
(603) 924-9471
Published monthly

Publisher: Wayne Green
Advertising Director: David Schissler
Other key contacts: Penny Brooks, Mary Hartwell: Sales

Editorial Description: 80 Micro is for microcomputerists at levels of experience, whether for business, education, science or the home. It centers on the TRS-80 computer system, providing a range of user software, evaluations of the accessories available, and instruction on the use and development of the system. Articles are aimed at helping the non-data processing businessman cope with this new breed of low cost computer and what it can do.

Member: ABC
Rate Information:
Rates as of rate card No.5, dated 1/83.

Freq.	BW	4C
1X	2,395	2,895
6X	2,170	2,670
12X	1,960	2,460

Rate Base: 117,768 as of 12/82.

(Advertisement)

plication(s) will be, but among the possibilities being discussed are networking and other applications designed to facilitate or enhance communications; applications that will help people make everyday decisions ranging from planning a party to diagnosing health problems to finding out what's wrong with the family car; or applications that will help reduce the need to travel, such as shopping by computer, voting by computer, or paying bills by computer.

Another unknown right now is the impact that the increasing use of computers in schools—from the elementary grades through college—will have on the home computer market. It is possible that, for the next generation, the home computer will be as omnipresent as the portable typewriter now is.

The Personal Computer Market Segment

The personal computer segment of the market consists of the more sophisticated and versatile machines, such as those made by IBM, Apple, Radio Shack, Hewlett-Packard and DEC. These machines generally cost between $1,000 and $10,000 (the average is in the $5,000 to $6,000 range) and are primarily (although not exclusively) used for business and professional purposes. At the present time, the personal computer segment of the market is largely responsible for the enormous growth of the home/personal computer industry. Estimates are that in 1983, businesses (of a wide range of sizes) will purchase between 1.5 and 2 million personal computers.

Establishing utility is most definitely *not* a problem in the personal computer market. On the contrary, so clearly does the personal computer meet defined business and professional needs that it is, to a great extent, a price-independent market.

Individuals purchase personal computers for at-home use. They use them at home for word processing, financial planning and forecasting, and record keeping as well as for developing computer literacy and playing computer games.

To the independent professional or small business owner, the personal computer offers capabilities that were previously available only through expensive service bureaus or timesharing services. In such areas as accounting, budgeting, forecasting, inventory management, and word processing, the personal computer is an important time- and energy-saving tool.

Many professionals and owners of small businesses are acquiring their personal computers from "systems houses," vendors which tailor the capabilities of the personal computer to the special requirements of the owner, be he dentist, accountant, pharmacist, retailer or manufacturer. Since, in most instances, the small businesses that buy a personal computer are making their first purchase of this kind of equipment, the training and service that a vendor offers is of prime importance.

In larger businesses, the personal computer is widely regarded as spearheading a revolution in office automation. In the corporate environment, the key to the personal computer's appeal is accessibility.

(continued...)

Avg. Subscrip. Circ.	
1 Computers & Elec.	313,072
2 Byte	213,001
3 Personal Computing	179,765
4 Creative Computing	119,800
5 Popular Computing	98,780
6 80 Micro	72,241
7 Microcomputing	44,132
8 Compute	37,937
9 InfoWorld	34,994
Total	**1,113,722**

Subscription Growth (1981/1982)	(%)
1 Personal Computing	241.4
2 Compute	156.1
3 Creative Computing	79.6
4 InfoWorld	75.0
5 Byte	27.1
6 80 Micro	6.2
7 Computers & Electronics	1.5
8 Microcomputing	-1.8
9 Popular Computing	n.e.*

Net Chg. Subscriptns. (1981/1982)	(Subs.)
1 Personal Computing	127,105
2 Creative Computing	53,100
3 Byte	45,453
4 Compute	23,121
5 InfoWorld	14,994
6 Computers & Electronics	4,529
7 80 Micro	4,222
8 Popular Computing	0
9 Microcomputing	-803
Total	**271,721**

Average Sub. Price	($)
1 80 Micro	25.00
2 Microcomputing	25.00
3 InfoWorld	24.00
4 Creative Computing	23.00
5 Compute	20.00
6 Byte	18.80
7 Computers & Electronics	12.40
8 Popular Computing	12.02
9 Personal Computing	11.97

*n.e. = not estimated

Advertising Data:
- 68% of all advertising space is full page ads.
- 12.6% of all space is run in full color.
- 75% advertisers placed 1/6 or more in 1982.
- 83% advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Frequency combination rates with sister publications.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Software	1105	44%
2. Hardware	1005	40%
3. Computer accessories	226	9%
4. Newsletters & books	126	5%
All others	50	2%
Total Ad Pages	2512	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Programs	827.5	37.7%
2. Columns	685.5	31.2%
3. Tutorials	319.5	14.5%
4. Reviews	161.1	7.3%
5. Hardware	103	4.7%
All others	100.3	4.6%
Total Edit. Pages	2196.9	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 48/52

Market Research Available: Contact Publisher

Other Subscriber Research: Contact Publisher

Subscriber Demographics:
- Conducted by: Reader Service Card Questions
- Date: 1982
- Sample size: 11,000 returned reader service cards
- Cooperation/Return rate: 9% of total circulation
- Data collection method: Mail

A. Age Breakdown:

under 18	9.8%
18-22	5.9%
23-40	54.7%
41-60	26.5%
60 +	3.2%
Median Age	34

B. Household Income:

Under $20,000	15.4%
$20,000-44,999	47.0%
$45,000-60,000	25.8%
$60,000 +	11.8%
Median Income	$35,000

E. Educational Level:

H.S. Grad.	18.6%
Trade/Tech. School	11.1%
Coll. Grad.	39.7%
Post Grad.	30.6%

F. Purchasing and Ownership Indicators:
- 61% influence the use or purchase of computing equipment for their employer.
- 46% do some consulting towards business purchases of computers.
- 52% use a computer both at work and at home.

Infoworld

IDG
375 Cochituate Road
Framingham, Massachusettes 01701
(415) 328-4602
Published weekly

Publisher: James R. Regier
Advertising Director: Roger Leen

Editorial Description: Infoworld is edited for microcomputer users. Personal and desktop computers are emphasized. Software and hardware reviews are published every week, along with new-product announcements, trends, show coverage and human-interest stories. Each issue is thematic, ranging from profiles of companies to technical rundowns on products and issues affecting users.

(Advertisement)

The personal computer is available to the manager when he or she needs it. It frees the manager from dependence on the central data processing department. It gives the manager personal control, the power to run and re-run programs however often and in however many different ways he/she sees fit. As in the small business, the personal computer saves time and increases flexibility through its word processing, spreadsheet and modelling/forecasting capabilities. In addition, the personal computer in the corporate environment can offer the manager access to company data banks, information retrieval, time management and communications capabilities.

Not only does the corporate user of a personal computer control how and when the machine is used, studies show that in most cases, the purchase of the machine is also controlled by the individual user—or at least his/her department—rather than by the data processing department. This has led to a whole new approach in the marketing of personal computers in the business world. Instead of marketing to a company's data processing management, as was the rule for marketing mainframes and minicomputers, many manufacturers of personal computer equipment are now directing their promotional campaigns right at the individual manager, recognizing that in many instances securing approval for such a purchase is now no more complicated than entering it on the expense account.

Channels of Distribution

Home and personal computers are currently sold through a variety of channels ranging from drug stores to the sales forces of the major manufacturers.

While they have some outlets in common, home and personal computers tend to take different paths in reaching consumers. Home computers are primarily sold through mass market outlets—department stores, discount stores and even drug stores. Personal computers, on the other hand, are most likely to be distributed via computer stores, systems houses, manufacturers and distributors and office equipment stores.

Buying Peripherals and Software

Although the home/personal computer itself is the cornerstone of this market, the importance of peripheral equipment and software must not be overlooked. Aside from the fact that they produce a majority of the industry's total revenues, it is peripherals and software that, to a large extent, determine a home/personal computer's utility—so much so, in fact, that the individual shopping for a home/personal computer is frequently advised to start his selection process by deciding what software packages and what peripherals he wants to be able to use with his computer (i.e., by deciding what applications he wants to use his computer for). Once that decision is made, the buyer's options will narrow significantly because each computer is limited in terms of the software packages that can run on it and the peripherals that can be used with it.

(continued...)

Computers: Home & Personal (continued)

Sub. Revenue	($000)
1 Byte	4,004
2 Computers & Electronics	3,825
3 Creative Computing	2,755
4 Personal Computing	2,152
5 80 Micro	1,806
6 Popular Computing	1,187
7 Microcomputing	1,103
8 InfoWorld	840
9 Compute	759
Total	**18,431**

Newsstand Revenue	($000)
1 Byte	2,511
2 Creative Computing	2,014
3 Compute	1,734
4 Microcomputing	1,558
5 Computers & Electronics	1,424
6 Personal Computing	1,407
7 Popular Computing	1,323
8 80 Micro	1,257
9 InfoWorld	247
Total	**13,475**

Sub. Rev. Growth (1981/1982)	(%)
1 Compute	220.1
2 Personal Computing	192.0
3 InfoWorld	75.0
4 Computers & Electronics	53.0
5 Creative Computing	39.2
6 80 Micro	38.5
7 Byte	37.1
8 Microcomputing	-1.8
9 Popular Computing	n.e.*

Nwstd. Rev. Growth (1981/1982)	(%)
1 Compute	353.8
2 Personal Computing	317.6
3 InfoWorld	146.8
4 Creative Computing	116.9
5 Byte	112.8
6 Microcomputing	89.5
7 80 Micro	41.2
8 Computers & Electronics	35.4
9 Popular Computing	n.e.*

*n.e. = not estimated

Member: ABC
Rate Information:
Rates as of rate card No.8, dated 4/83.

Freq.	BW	4C
1X	3,780	4,405
6X	3,726	4,351
13X	3,564	4,189

Rate Base: 100,000 as of 6/83.

Special rate cards available: Classified

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Software	900.13	38.50%
2. Mail order	673.34	28.80%
3. Hardware	362.39	15.50%
4. Books/education	114.56	4.90%
5. Supplies	23.38	1.00%
All others	247.83	10.60%
Total Ad Pages	2338	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Product Reviews	223.80	25%
2. New product announcements	223.80	25%
3. Weekly departments	179.04	20%
4. Feature article	89.52	10%
5. Opinions	89.52	10%
All others	89.52	10%
Total Edit. Pages	895.20	100%

Primary SRDS Classification No.: 5A

Average Ad/Edit. Ratio: 60/40

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: October 1982
- Sample size: 1,440 subscribers
- Cooperation/Return rate: 1,137 subscribers: 79%
- Data collection method: Mail

A. Age Breakdown:

18-24	4.8%
25-34	29.8%
35-44	36.7%
45-54	17.6%
55+	10.3%
Median Age	38.3

B. Male/Female Composition:

Male	91.7%
Female	8.3%

C. Household Income:

Under $10,000	1.5%
$10,000-14,999	1.5%
$15,000-19,999	4.5%
$20,000-24,999	8.4%
$25,000-34,999	20.8%
$35,000-49,000	27.2%
$50,000+	36.1%
Median Income	$42,350

D. Occupation:

Mgr./Admin.	77.7%
Prof./Tech.	16.4%
Other Emp.	4.1%
Not Emp.	0.8%

E. Educational Level:

Not H.S. Grad.	1.2%
H.S. Grad.	4.8%
1-3 Yrs. College	19.0%
Coll. Grad.	20.5%
Post Grad.	54.5%

F. Purchasing and Ownership Indicators:
- 67.1% own a microcomputer.

Microcomputing

Wayne Green Inc.
80 Pine Street
Peterborough, New Hampshire 03458
(603) 924-9471
Published monthly

Publisher: Wayne Green
Advertising Director: David Schissler
Other key contacts: Beverly Poirier, Giorgio Saluti, Judi Wimberly: Sales

Editorial Description: Microcomputing is aimed at the relative newcomer to microcomputing as well as the experienced user eager to know what peripheral

(Advertisement)

Who's Buying Computers For In-Home Use?

In terms of individual buyers (as distinct from corporate purchases), today's home/personal computer market is clearly an enthusiast market. Best estimates are that only about 3% of all American households currently have a home computer or personal computer, or both.

The average owner is a male in his late thirties or early forties. He is well-educated, affluent (46% of households with computers have an annual household income of $25,000 or more) and generally employed in a professional/technical or managerial capacity. About half have children in the household.

The Home/Personal Computer Magazines

The home/personal computer market is an information-intensive market. Studies done in other highly technical and/or specialized fields—audio equipment, photographic equipment, expensive sports equipment—have indicated that buyers take a great deal of time to make their brand decision, using that time to seek information from expert sources before making a purchase. These sources are most likely other people in the field whom the buyer considers knowledgeable, a dealer, or a magazine serving the field.

The buyer and would-be buyer's need for information is even more pressing when it comes to a home or personal computer. When an individual buys a home or personal computer, he is buying an expensive, high technology item, one that is mysterious in terms of how it works and what it does. This is compounded by the very critical decisions that are faced by the buyer—decisions that will have significant consequences for the utility and satisfaction he will derive from his purchase.

The most intimidating factor, as mentioned previously, is that software and peripherals are machine-specific: Many popular computers cannot run some of the most popular software programs; certain printers only work with certain computers, etc. Imagine, if you will, an audio industry in which every different make of turntable played only certain kinds of records, and could be connected only to certain kinds of receivers and certain kinds of speakers. That's the state the home/personal computer market is in today. The computer buyer is confronted with a bewildering array of computer-related products. Even after he has settled on his basic system, his options for additions and enhancements are still myriad. He can, in most cases, buy peripherals and software from the manufacturer of his computer, or he can purchase from any of hundreds of independent vendors. (There are, for example, over 300 different companies currently producing software specifically for Apple computers.)

Add to this basic confusion the fact that the information sources the buyer can turn to are limited—the newness and small size of the market limits the number of peer group experts the buyer can talk to, and store personnel are frequently limited in the information and ad-

(continued...)

Computers: Home & Personal *(continued)*

Avg. Newstnd. Circ.
(copies sold/issue)

1	Computers & Elec.	103,577
2	Byte	70,939
3	Compute	57,789
4	Creative Computing	56,890
5	Personal Computing	55,055
6	Popular Computing	44,085
7	Microcomputing	44,010
8	80 Micro	35,510
9	InfoWorld	3,872
	Total	**471,727**

Newsstand Growth
('81/'82: copies sold/issue) (%)

1	Personal Computing	292.1
2	Compute	263.1
3	Microcomputing	89.6
4	Byte	80.4
5	InfoWorld	54.9
6	Creative Computing	40.2
7	80 Micro	30.4
8	Computers & Electronics	12.2
9	Popular Computing	n.e.*

Net Chg. Newsstand
('81/'82: copies sold/issue)

1	Compute	41,872
2	Personal Computing	41,014
3	Byte	31,621
4	Microcomputing	20,797
5	Creative Computing	16,590
6	Computers & Elec.	11,253
7	80 Micro	8,279
8	InfoWorld	1,372
9	Popular Computing	0
	Total	**172,798**

Avg. Nwstd. Price ($)

1	Byte	2.95
2	Creative Computing	2.95
3	80 Micro	2.95
4	Microcomputing	2.95
5	Compute	2.50
6	Personal Computing	2.13
7	Popular Computing	1.50
8	InfoWorld	1.25
9	Computers & Electronics	1.15

*n.e. = not estimated

equipment or applications software will let him take full advantage of his system. It covers popular microcomputer systems: Apple, Atari, Commodore, Heath, IBM PC, Sinclair with new product developments in the microcomputer industry, microcomputer applications and programs to use in various areas: business, education, home and science.

Member: ABC

Rate Information:

Rates as of rate card No.1, dated 1982.

Freq.	BW	4C
1X	1,495	1,995
6X	1,350	1,850
12X	1,215	1,715

Rate Base: 88,994 as of 12/82.

Advertising Data:

- •66% of all advertising space is full page ads.
- •22% of all space is run in full color.
- •948 advertisers placed 1/6 or more in 1982.
- •84 advertisers ran 6X or more in 1982

Networks or combination buys through which publication is available: Frequency combination rates with sister publications.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Hardware	359.8	33%
2. Software	305.3	28%
3. Computer accessories	261.7	24%
4. Mail order	109.0	10%
All others	545	5%
Total Ad Pages	1090.3	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Articles	681	60%
2. Columns	154	14%
3. Service	112	10%
4. Reviews	99	8%
5. Editorial	32	3%
All others	56	5%
Total Edit. Pages	1134	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 50/50

Market Research Available: Contact Publisher

Other Subscriber Research: Contact Publisher

Subscriber Demographics:

- •Conducted by: Reader Service Card Questions
- •Date: 1982
- •Sample size: 8,000 returned reader service cards
- •Cooperation/Return rate: 9% of total circulation
- •Data collection method: Mail

A. Age Breakdown:

Under 25	17.3%
26-34	40%
36-45	25.3%
46-60	15.5%
Over 60	1.8%
Median Age	33

B. Household Income:

Under $20,000	11.6%
$20,000-39,999	45.6%
$40,000-59,000	27.8%
$60,000+	15.0%
Median Income	$37,000

C. Educational Level:

H.S. Grad.	12.2%
Trade/Technical school	12.4%
Coll. Grad.	42.1%
Post Grad.	33.3%

D. Purchasing and Ownership Indicators:

- •57.6% do consulting towards business purchases of computers.
- •77.8% own peripherals of some sort.
- •63% use a computer both at work and at home.
- •67% influence the use or purchase of computer equipment for their employer.

(Advertisement)

vice they can give—and the explosive growth (in terms of both size and number) of the magazines serving this fledgling market should come as no surprise. One source currently estimates that there are over 100 different magazines serving this field. And the number is still growing.

Two basic categories of buyers' informational needs have emerged thus far and two basic types of magazines have appeared to meet them.

First, people interested in home or personal computers need general information about how they operate, what they can do and, most importantly, what computers can do for *them*. General computer magazines seek to help users and would-be users explore the possibilities of the home/personal computer, offering information about the types of equipment available, and articles on specific computer applications.

More recently, a second type of computer magazine has emerged to help users of home and personal computers make sense out of the complex market. Geared primarily toward people already actively involved in the market, these "hardware-specific" magazines each focus on one specific brand of home or personal computer (IBM, Apple, DEC, Sinclair, Radio Shack, etc.) and provide readers with information about what specific peripherals and software are compatible with their particular brand of machine.

With over 100 magazines falling into the two basic types, it is no surprise that within each type there are different magazines addressing home/personal computer users of differing levels of sophistication—from the beginning hobbyist to the experienced professional. In addition, each of the two basic types of computer magazines also includes publications dedicated to the coverage of specific computer applications such as accounting applications, medical applications, scientific applications, etc.

For the first seven months of 1983, the six leading general computer magazines alone carried over 6,700 pages of advertising. And that mammoth figure represents an increase of 23% over the same period in 1982. Most of the hardware-specific magazines are still too young to have any substantial track record. However, several hardware-specific magazines have been received with much the same excitement as that which has greeted the general computer magazines. The future of the computer magazines, like that of the industry in general, is bright indeed.

The preceding information was provided as a service by Ziff-Davis Publishing Company, Consumer Computers & Electronics Magazine Division, publishers of *A+: The Independent Guide to Apple Computers, Computers & Electronics, Creative Computing, Digital Review, Microsystems, PC: The Independent Guide to IBM Personal Computers, PC Tech Journal, PC Week, Sync,* and *Video & Computer Games.*

Figures are FOLIO estimates for the calendar year 1982.

Personal Computing

Hayden Publishing Company, Inc.
50 Essex Street
Rochelle Park, New Jersey 07662
(201) 843-0550
Published monthly

Publisher: Robert J. Lydon

Editorial Description: Personal Computing has an editorial content designed to serve people whose curiosity about the benefits of personal computer use is developing into serious interest and active involvement. Articles and features serve that level of interest and involvement without demanding years of experience or advanced knowledge of the technology.

Member: ABC
Rate Information:
Rates as of rate card No. 8, dated 4/83.

Freq.	BW	4C
1X	6,950	8,688
6X	6,533	8,218
12X	6,116	7,749

Rate Base: 350,000 as of 4/83.

Special rate cards available: Product Showcase section.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Software	547.13	29.4%
2. Comp. business	500.89	27.0%
3. Pers. Comp.	160.61	8.6%
4. Printer/Plotter	117.18	6.3%
5. Supplies	101.40	5.5%
All Others	430.78	23.2%
Total Ad Pages	1,857.99	100%

Primary SRDS Classification No.: 43

Market Research Available: Comprehensive Subscriber Study conducted by Marc Clements Research with 1,000 subscribers.

Syndicated Research: Simmons

Popular Computing

McGraw-Hill Publications Company
70 Main Street
Peterborough, New Hampshire 03458
(603) 924-9281
Published monthly

Publisher: Gene Simpson
Advertising Director: William J. Boyle
Other key contacts: Dan Rodrigues, Business Manager; Barbara Hoy, Ad Supervisor.

Editorial Description: Popular Computing is written for persons interested in small computers. Easy-to-understand articles feature applications for the home, school, small businessman and corporate executive. Each month there are in-depth hardware and software product reviews. Regular columns include: new products, news, telecomputing and computers in education.

Member: ABC
Rate Information:
Rates as of rate card No.2, dated 11/82.

Freq.	BW
1X	2,850
6X	2,695
12X	2,580

Advertising Data:
- 50% of all advertising space is full page ads.
- 60% of all space is run in full color.

Primary SRDS Classification No.: 5A

Average Ad/Edit. Ratio: 46/52

Other Subscriber Research: Subscriber Profile, MGH Research, 2,000 subscribers, August 1982; Subscriber Profile, MGH Research, 1,000 subscribers, December 1982.

PC

PC Communications Corp., A Subsidiary of Ziff-Davis Publishing Co.
One Park Avenue
New York, New York 10016
(212) 725-7947
Published monthly

Publisher: Jeffrey Weiner

Editorial Description: PC addresses the needs and interests of IBM Personal Computer (PC) and PC-XT owners and users. It explores software peripherals, and applications for the PC and PC-compatible computers.

Rate Information:
Rates as of rate card No. 3, dated 1/83.

Freq.	BW	4C
1X	3,226	3,876
6X	2,903	3,553
12X	2,781	3,431

Rate Base: 110,000 as of 1/83.

Primary SRDS Classification No.: 10A

Other Subscriber Research: 1982 PC Subscriber Study.

Subscriber Demographics:
- Conducted by: Ladd Associates
- Date: October-November, 1982
- Sample Size: 1,000
- Cooperation/Return rate: 54%
- Data collection method: Mail

A. Age Breakdown:

18-24	4%
25-34	29%
35-44	39%
45-54	21%
55+	7%
Median Age	37

B. Male/Female Composition:

Male	97%
Female	3%

C. Household Income:

Under $10,000	1%
$10,000-14,999	1%
$15,000-19,999	2%
$20,000-24,999	2%
$25,000-34,999	15%
$35,000-49,000	25%
$50,000+	54%
Median Income	53,000

D. Occupation:

Mgr./Admin.	23%
Prof./Tech.	65%
Cler./Sales	8%
Other Emp.	1%
Not Emp.	3%

E. Educational Level:

H.S. Grad. or less	3%
1-3 Yrs. College	14%
College Grad	42%
Post Grad.	41%

PC World

IDG—International Data Group
555 De Haro Street
San Francisco, California 94107
(415) 861-3861
Published monthly

Publisher: David Bunnell
Advertising Director: Meredith Browning
Other Key Contacts: Cheryl Woodard, Marketing; Jackie Poitier, Production; Andrew Fluegelman, Editorial; James H. Riding, Executive Vice President of PC World Communications, Inc.

Editorial Description: PC World is the personal computer magazine for users of IBM and IBM-compatible personal computers (PCs). Written for both technical and non-technical readers, its content covers state-of-the-art developments, software and hardware reviews, user applications and general news of interest to the PC community.

Rate Information:
Rates as of rate card No. 2, dated 3/83.

Freq.	BW	4C
1X	3,800	4,350
6X	3,534	4,084
12X	3,306	3,856

Rate Base: 180,000 as of 6/83.

Primary SRDS Classification No.: 43

Average Ad/Edit Ratio: 60/40

Other Subscriber Research: 1983 Reader Survey, Ladd Associates, 1,200 subscribers. 1983 Phone Survery, PC World Research, 200 subscribers.

Subscriber Demographics:
- Conducted by: Ladd Associates
- Date: June, 1983
- Sample Size: 1,200
- Cooperation/Return rate: 55%
- Data collection method: Mail

A. Median Age: 37.3

B. Male/Female Composition:

Male	95%
Female	5%

C. Median Income: $56,470

D. Educational Level:

H.S. Grad.	1%
1-3 Yrs. College	16%
College Grad.	83%
Post Grad.	43%

E. Purchasing and Ownership Indicators:
- Average value of computer system is $2,200.

Culinary

	Ad Pages	
1	Bon Appetit	1,017
2	Gourmet	842
3	Cuisine	461
4	Food & Wine	413
5	Great Recipes of World	94
	Total	**2,827**

	Ad Pages Growth (1981/1982)	(%)
1	Food & Wine	24.1
2	Gourmet	1.3
3	Cuisine	0.9
4	Bon Appetit	-9.1
5	Great Recipes of World	n.e.*

	Net Chg. Ad Pages (1981/1982)	
1	Food & Wine	80
2	Gourmet	11
3	Cuisine	4
4	Bon Appetit	-102
5	Great Recipes of World	n.e.*
	Total	**-7**

	Avg. Ad Pages/Copy	
1	Bon Appetit	85
2	Gourmet	70
3	Cuisine	38
4	Food & Wine	34
5	Great Recipes of World	9

	Ad Revenue	($000)
1	Bon Appetit	18,160
2	Gourmet	10,524
3	Cuisine	6,873
4	Food & Wine	2,663
5	Great Recipes of World	288
	Total	**38,508**

	Ad Revenue Growth (1981/1982)	(%)
1	Food & Wine	62.0
2	Cuisine	7.4
3	Gourmet	5.4
4	Bon Appetit	5.2
5	Great Recipes of World	n.e.*

	Net Chg. Ad Revenue (1981/1982)	($000)
1	Food & Wine	1,019
2	Bon Appetit	904
3	Gourmet	535
4	Cuisine	472
5	Great Recipes of World	n.e.*
	Total	**2,930**

	Avg. Ad Rev./Copy	($)
1	Gourmet	1.38
2	Bon Appetit	1.20
3	Cuisine	0.80
4	Food & Wine	0.64
5	Great Recipes of World	0.05

	Average Circulation	
1	Bon Appetit	1,259,788
2	Cuisine	713,207
3	Gourmet	634,923
4	Great Recipes of Wrld.	545,768
5	Food & Wine	344,261
	Total	**3,497,947**

	Avg. Circ. Growth (1981/1982)	(%)
1	Food & Wine	8.7
2	Gourmet	-1.7
3	Bon Appetit	-4.6
4	Cuisine	-5.4
5	Great Recipes of World	n.e.*

	Net Chg. Avg. Circ. (1981/1982)	
1	Food & Wine	27,465
2	Gourmet	-11,240
3	Cuisine	-40,643
4	Bon Appetit	-60,294
5	Great Recipes of World	n.e.*
	Total	**-84,712**

	Avg. Circ. Rev./Copy	($)
1	Gourmet	1.46
2	Food & Wine	1.17
3	Bon Appetit	1.16
4	Cuisine	0.98
5	Great Recipes of World	0.94

	Total Revenue (ad rev. + circ. rev.)	($000)
1	Bon Appetit	35,733
2	Gourmet	21,642
3	Cuisine	15,285
4	Food & Wine	7,513
5	Great Recipes of World	5,934
	Total	**86,107**

	Total Rev. Growth (1981/1982)	(%)
1	Food & Wine	29.4
2	Gourmet	15.0
3	Bon Appetit	7.7
4	Cuisine	0.2
5	Great Recipes of World	n.e.*

	Avg. Total Pgs./Copy (ad pages + edit. pages)	
1	Bon Appetit	150
2	Cuisine	105
3	Food & Wine	87
4	Gourmet	n.e.*
5	Great Recipes of World	n.e.*

	Avg. Edit. Pgs./Copy	
1	Cuisine	66
2	Bon Appetit	65
3	Food & Wine	53
4	Gourmet	n.e.*
5	Great Recipes of World	n.e.*

*n.e. = not estimated

(Advertisement)

Within the Culinary market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Bon Appetit
Cuisine
Food & Wine, Monthly Magazine of

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include approximately 6 non-audited magazines that accept advertising.

Bon Appetit

Knapp Communications Corporation
600 Madison Avenue
New York, New York 10022
(212) 759-8509
Published monthly

Publisher: Leda Sanford

Editorial Description: Bon Appetit is written for readers who want information about food trends, restaurants, entertaining and recipes. Included in each issue are features devoted to these subjects, written in an informal style and illustrated with photographs of finished dishes and step-by-step recipe techniques. The recipes are easy to follow whether they are geared for the talented amateur or the food professional. Special emphasis is given to equipment such as microwaves and food processors, to nutrition, wine and travel.

Member: ABC

Rate Information:

Rates as of rate card No.28, dated 9/82.

Freq.	BW	4C
1X	14,465	20,660
6X	13,310	19,005
12X	12,005	17,150

Rate Base: 1,300,000 as of 9/82.

Advertising Data:

- 64% of all advertising space is full page ads.
- 74% of all space is run in full color.
- 613 advertisers placed 1/6 or more in 1982.
- 252 advertisers ran 6X or more in 1982.

Special rate cards available: Mail order/Retail, Shopper's Corner

Culinary *(continued)*

	Avg. Subscrip. Circ.	
1	Bon Appetit	1,072,287
2	Cuisine	634,423
3	Gourmet	474,299
4	Great Recipes of Wrld.	437,069
5	Food & Wine	336,651
	Total	**2,954,729**

	Subscription Growth (1981/1982)	(%)
1	Food & Wine	7.1
2	Gourmet	-0.8
3	Bon Appetit	-5.3
4	Cuisine	-6.1
5	Great Recipes of World	n.e.*

	Net Chg. Subscriptns. (1981/1982)	(Subs.)
1	Food & Wine	22,361
2	Gourmet	-3,701
3	Cuisine	-41,130
4	Bon Appetit	-60,411
5	Great Recipes of World	n.e.*
	Total	**-82,881**

	Average Sub. Price	($)
1	Gourmet	15.57
2	Food & Wine	14.00
3	Bon Appetit	12.37
4	Cuisine	10.65
5	Great Recipes of World	9.50

	Sub. Revenue	($000)
1	Bon Appetit	13,261
2	Gourmet	7,383
3	Cuisine	6,758
4	Food & Wine	4,713
5	Great Recipes of World	4,152
	Total	**36,267**

	Sub. Rev. Growth (1981/1982)	(%)
1	Gourmet	30.7
2	Food & Wine	14.8
3	Bon Appetit	8.4
4	Cuisine	-8.8
5	Great Recipes of World	n.e.*

	Newsstand Revenue	($000)
1	Bon Appetit	4,313
2	Gourmet	3,735
3	Cuisine	1,654
4	Great Recipes of World	1,495
5	Food & Wine	137
	Total	**11,334**

	Nwstd. Rev. Growth (1981/1982)	(%)
1	Food & Wine	149.1
2	Gourmet	17.1
3	Bon Appetit	16.6
4	Cuisine	14.3
5	Great Recipes of World	n.e.*

	Avg. Newstnd. Circ.	(copies sold/issue)
1	Bon Appetit	187,502
2	Gourmet	160,624
3	Great Recipes of Wrld.	108,699
4	Cuisine	78,784
5	Food & Wine	7,610
	Total	**543,219**

	Newsstand Growth ('81/'82: copies sold/issue)	(%)
1	Food & Wine	203.7
2	Cuisine	0.6
3	Bon Appetit	0.1
4	Gourmet	-4.5
5	Great Recipes of World	n.e.*

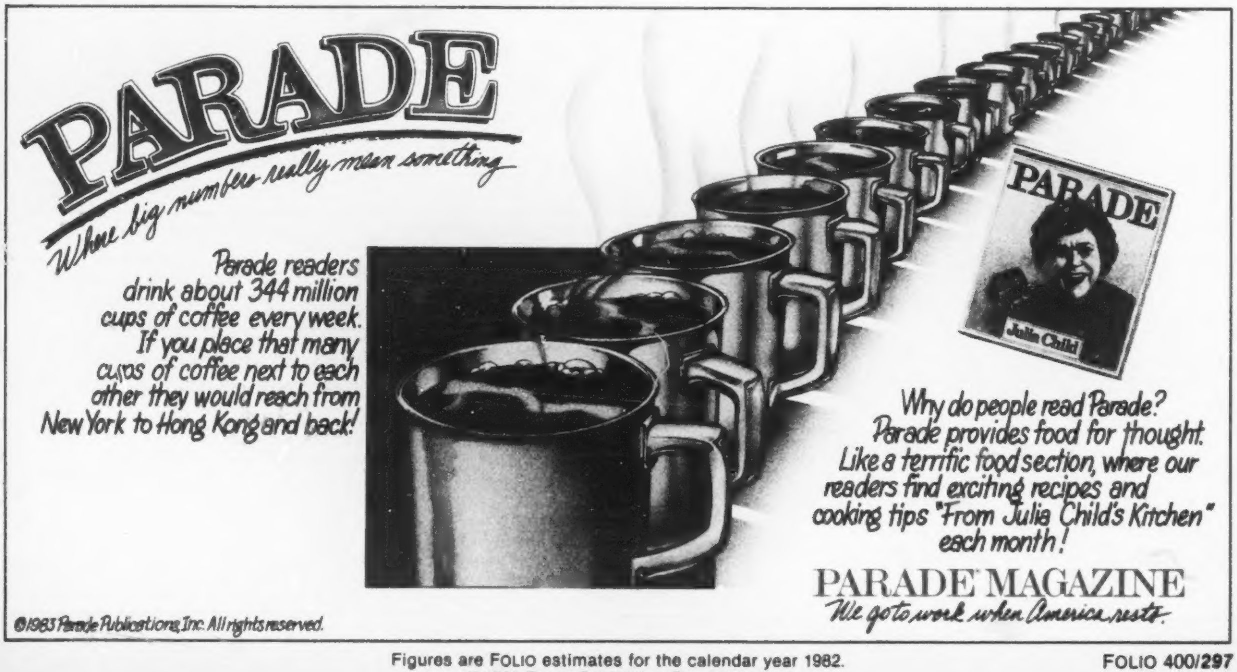
	Net Chg. Newsstand ('81/'82: copies sold/issue)	
1	Food & Wine	5,104
2	Cuisine	488
3	Bon Appetit	117
4	Gourmet	-7,539
5	Great Recipes of World	n.e.*
	Total	**-1,830**

	Avg. Nwstd. Price	($)
1	Gourmet	1.94
2	Bon Appetit	1.92
3	Cuisine	1.75
4	Food & Wine	1.50
5	Great Recipes of World	1.25

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)



PARADE
Where big numbers really mean something
PARADE
Julia Child

Parade readers drink about 344 million cups of coffee every week. If you place that many cups of coffee next to each other they would reach from New York to Hong Kong and back!

Why do people read Parade? Parade provides food for thought. Like a terrific food section, where our readers find exciting recipes and cooking tips "From Julia Child's Kitchen" each month!

PARADE MAGAZINE
We go to work when America rests.

©1983 Parade Publications, Inc. All rights reserved.

Demographic or Regional Editions: Western Edition/Customized test market areas available.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Beer/wine/liquor	201.8	20%
2. Food	195.9	19%
3. Mail order	127.7	13%
4. Appliances	86.4	8%
5. Tobacco	77.5	7.1%
All others	327.7	33%
Total Ad Pages	1017.0	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Food/nutrition	697	87.2%
2. Travel	45.7	5.9%
3. Home furnishings	27.6	3.5%
All others	25.9	3.4%
Total Edit. Pages	778.2	100%

Primary SRDS Classification No.: 18

Average Ad/Edit. Ratio: 57/43

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Audits & Surveys
- Date: November-December 1981
- Sample size: 2,410
- Cooperation/Return rate: 82%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.7%
25-34	27.2%
35-44	34.6%
45-54	10.7%
55+	24.5%
Median Age	43.2

B. Male/Female Composition:

Male	11.9%
Female	87.2%

C. Household Income:

Under $20,000	11.2%
$20,000-24,999	9.7%
$25,000-34,999	18.2%
$35,000-49,999	22.7%
$50,000+	32.8%
Median Income	$40,400

D. Occupation:

Mgr./Admin.	20.5%
Prof/Tech	35.2%
Cler/Sales	31.1%
Other Emp.	11.5%
Not Emp.	36.4%

E. Educational Level:

Not H.S. Grad.	1.9%
H.S. Grad.	21.7%
1-3 Yrs. College	29.3%
Coll. Grad.	25.3%
Post Grad.	21%

F. Purchasing and Ownership Indicators:
- 46.1% own a microwave oven.
- 65.8% own a food processor.

Cuisine

CBS Publications, Inc.
1515 Broadway
New York, New York 10036
(212) 719-6000
Published monthly

Publisher: Anne Sutherland Fuchs
Advertising Director: Peter F. Clancey
Other Key Contacts: Jerry Greco, Midwestern Manager

Editorial Description: Cuisine is edited for those who delight in adventurous cooking, baking, and home entertaining. Every issue of Cuisine presents a variety of food features and recipes; reviews of cookbooks; and regular columns on wines, cheeses and restaurants. Suggestions for creating unusual, memorable dinners and parties are offered on a regular basis. Other editorial areas include reports on international food and accessories; kitchen remodeling; and ideas for entertaining.

Member: ABC
Rate Information:
Rates as of rate card No. 14, dated 2/83.

Freq.	BW	4C
1X	11,555.00	16,510.00
6X	10,630.60	15,189.20
12X	9,590.65	13,703.30

Rate Base: 750,000 as of 2/83.

Special rate cards available: Mail order.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Cigarettes/tobacco	92.77	20.1%
2. Food/food products	90.61	19.6%
3. Beer/wine/liquor	70.66	15.3%
4. Household equipment	68.94	14.9%
5. Household furnishsing	30.72	6.7%
All Others	107.57	23.4%
Total Ad Pages	461.27	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Food/nutrition	537.6	67.6%
2. Travel/transportation	128.6	16.2%
3. Home furnishing	63.2	7.9%
4. Miscellaneous	35.3	4.4%
5. Culture	16.4	2.1%
All others	14.1	1.8%
Total Edit Pages	795.2	100.0%

Primary SRDS Classification No.: 18

Average Ad/Edit Ratio: 38.3/61.7

Syndicated Research: Simmons and MRI.

Food & Wine, The Monthly Magazine of

See next page for Media Profile.

Gourmet

Gourmet, Inc.
560 Lexington Avenue
New York, New York 10022
(212) 371-1330
Published monthly

Publisher: Jean MacAusland
Advertising Director: Russell MacAusland

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living": i.e. the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writer's personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes and gift suggestions.

Member: ABC
Rate Information:
Rates as of rate card No.24, dated 7/81.

Freq.	BW	4C
1X	8,000	13,600
6X	7,600	12,920
12X	7,200	11,862

Rate Base: 650,000

Advertising Data:
- 70% of all advertising space is full page ads.
- 70% of all space is run in full color.

Special rate cards available: Restaurant, Hotel.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel	179.3	21.4%
2. Home	143.2	17.1%
3. Liquor	140.6	16.8%
4. Restaurant	101.4	12.1%
5. Food	64.5	7.7%
All others	213.5	24.9%
Total Ad Pages	842.5	100%

Primary SRDS Classification No.: 18/22

Average Ad/Edit. Ratio: 44/56

Subscriber Demographics:
- Conducted by: Erdos & Morgan
- Date: 1981
- Sample size: 2,000
- Cooperation/Return rate: 64%
- Data collection method: Mail

A. Age Breakdown:

18-24	1.3%
25-34	19.8%
35-44	21.9%
45-54	21.1%
55+	35.9%
Median Age	48.5

B. Male/Female Composition:

Male	38%
Female	62%

C. Household Income:

Under $10,000	2.6%
$10,000-14,999	3.2%
$15,000-19,999	6.2%
$20,000-24,999	7.5%
$25,000-34,999	14.3%
$35,000-49,999	21.6%
$50,000+	44.6%
Median Income	$46,118

D. Occupation:

Top Management	25.3%
Mgr./Admin.	38.8%
Prof/Tech	29.5%
Cler/Sales	6.0%

E. Educational Level:

Not H.S. Grad.	1.9%
H.S. Grad.	9.1%
1-3 Yrs. College	25.2%
Coll. Grad.	23.0%
Post Grad.	25.3%

F. Purchasing and Ownership Indicators:
- 45% bought wine by the case last year.
- 49% operate a foreign car.
- 62% have valid passports.
- 71% used a travel agent in the past year.
- 68% have corporate stock investments.
- 22% have investment portfolios $100,000+
- 32% own antiques worth $10,000+
- 68% entertain 5+ guests in the average month.

Food & Wine, The Monthly Magazine of

The International Review of Food & Wine
American Express Publishing Corp.
1120 Avenue of the Americas
New York, New York 10036
(212) 382-5600
Published monthly

Publisher: John S. Connors
Advertising Director: G.F. Booth II
Other key contacts: Louis S. Benincasa, V.P. Media Research and Sales Development

Editorial Description: The Monthly Magazine of Food & Wine is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants, specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low-calorie or specialty diets. In addition, there are regular features by authors not generally associated with food subjects.

Member: ABC
Rate Information:
Rates as of rate card No.AE-4, dated 4/83.

Freq.	BW	4C
1X	7,790	11,685.00
6X	7,400.50	11,100.75
12X	7,088.90	10,633.35

Rate Base: 500,000 as of 4/83.

Networks or combination buys through which publication is available: LIP: Lifestyle Impact Plan. Food & Wine and Travel & Leisure, 10% off earned rate for each magazine for any national ad of 1/3 page or larger which is matched in space and coloration featuring any corporate brand and running in the same issue.

Demographic or Regional Editions: Eastern and Western edition available, special regional rates available, and LIP regional editions available.

Primary SRDS Classification No.: 18

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
- Conducted by: Erdos & Morgan
- Date: July-September 1981
- Sample size: 2,000
- Cooperation/Return rate: 61%
- Data Collection method: Mail

A. Age Breakdown:

18-24	2.5%
25-34	24.7%
35-44	27.7%
45-54	21.9%
55+	23.2%
Median Age	43

B. Male/Female Composition:

Male	49.6%
Female	50.4%

C. Household Income:

Under $10,000	2.0%
$10,000-14,999	3.5%
$15,000-19,999	6.0%
$20,000-24,999	7.7%
$25,000-34,999	18.7%
$35,000-49,999	25.1%
$50,000+	37.0%
Median Income	$41,571

D. Occupation:

Mgr./Admin.	64.2%
Cler/Sales	5.6%
Other Emp.	7.5%
Not Emp.	22.7%

E. Educational Level:

Not H.S. Grad.	2.8%
H.S. Grad.	13.7%
1-3 Yrs. College	29.8%
Coll. Grad.	20.3%

Purchasing and Ownership Indicators:
- On the average, 3.6% of the last 4 issues were read or looked through.
- 83% subscribers own stereo systems.
- 25% of subscriber households own a videotape recorder.
- 72% of subscriber households have an American Express player card.
- 94% of subscriber households entertain guests in their home during a typical month.
- 98% of subscribers dine out in restaurant/club during an average month.
- 96% of subscriber households used/served alcoholic beverages in the past month.
- 88% of subscribers took 1+ domestic trip in the past year.
- 56% of subscribers took 1+ foreign trip in the past 3 years.
- 95% of subscriber households currently own, lease or operate a car or vehicle.

(continued on page 414)

When you're haute, you're hot.
FOOD&WINE™
AMERICAN EXPRESS

And *Food & Wine* is very hot. In fact, we're the fastest growing magazine in circulation and advertising in our field. What's the recipe? An approach to fine dining and good living that suits American tastes to a "T." For more delicious details, contact Geff Booth, V.P., Ad. Director, 1120 Ave. of the Americas, New York, N.Y. 10036, (212) 382-5628.
Food & Wine. The guide to good taste.

Financial

Ad Pages

1 Barron's	2,217
2 Institutional Investor	1,800
3 Financial World	895
4 Pensions & Invest. Age	734
Total	**5,646**

Ad Pages Growth (1981/1982) (%)

1 Barron's	6.4
2 Institutional Investor	4.0
3 Pensions & Invest. Age	-5.3
4 Financial World	-5.8

Net Chg. Ad Pages (1981/1982)

1 Barron's	134
2 Institutional Investor	69
3 Pensions & Invest. Age	-41
4 Financial World	-55
Total	**107**

Avg. Ad Pages/Copy

1 Institutional Investor	150
2 Barron's	43
3 Financial World	41
4 Pensions & Invest. Age	28

Ad Revenue ($000)

1 Institutional Investor	16,058
2 Barron's	6,355
3 Financial World	3,350
4 Pensions & Invest. Age	3,289
Total	**29,052**

Ad Revenue Growth (1981/1982) (%)

1 Institutional Investor	24.1
2 Barron's	13.9
3 Pensions & Invest. Age	9.0
4 Financial World	6.0

Net Chg. Ad Revenue (1981/1982) ($000)

1 Institutional Investor	3,118
2 Barron's	774
3 Financial World	633
4 Pensions & Invest. Age	273
Total	**4,798**

Avg. Ad Rev./Copy ($)

1 Institutional Investor	20.48
2 Pensions & Invest. Age	3.66
3 Financial World	1.48
4 Barron's	0.46

Average Circulation

1 Barron's	263,159
2 Financial World	102,769
3 Institutional Investor	65,337
4 Pensions & Invest. Age	34,583
Total	**465,848**

Avg. Circ. Growth (1981/1982) (%)

1 Financial World	22.8
2 Institutional Investor	6.5
3 Pensions & Invest. Age	2.0
4 Barron's	0.9

Net Chg. Avg. Circ. (1981/1982)

1 Financial World	19,102
2 Institutional Investor	3,969
3 Barron's	2,373
4 Pensions & Invest. Age	689
Total	**26,133**

Avg. Circ. Rev./Copy ($)

1 Institutional Investor	1.25
2 Barron's	1.09
3 Financial World	1.02
4 Pensions & Invest. Age	0.65

Total Revenue (ad rev. + circ. rev.) ($000)

1 Barron's	21,313
2 Institutional Investor	17,038
3 Financial World	5,659
4 Pensions & Invest. Age	3,870
Total	**47,880**

Total Rev. Growth (1981/1982) (%)

1 Institutional Investor	23.1
2 Barron's	17.3
3 Financial World	15.9
4 Pensions & Invest. Age	11.5

Avg. Total Pgs./Copy (ad pages + edit. pages)

1 Financial World	90
2 Pensions & Invest. Age	53
3 Barron's	n.e.*
4 Institutional Investor	n.e.*

Avg. Edit. Pgs./Copy

1 Financial World	49
2 Pensions & Invest. Age	25
3 Barron's	n.e.*
4 Institutional Investor	n.e.*

*n.e. = not estimated

(Advertisement)

Within the Financial market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Barron's

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines:*Commodities, Financial Analysts Journal, Financial Executive, Florida Trend, Houston Magazine, Management Accounting, New England Business, Office Administration and Automation, Pension World, Savings & Loan News, Texas Business, Trusts and Estates, The Wall Street Journal;* and approximately 23 non-audited magazines that accept advertising.

Barron's

Dow Jones & Company
420 Lexington Avenue
New York, New York 10017
(212) 285-5374
Published weekly

Publisher: Robert Bleiberg
Advertising Director: Walter Dietzer
Other key contacts: Marie A. Nauman, Advertising Production Manager

Editorial Description: Barron's contains industry-wide studies and individual company analyses, edited for private investors, professional money managers and corporate executives. Articles point out special situations for investment opportunities and also highlight industrial developments affecting the businessman's major customers and/or suppliers. No personal write ups or investment advice is given. Contains columns on commodities and options. Each issue contains performance records of securities, the standard economic indicators, plus several Barron's indices including the "confidence index."

Member: ABC

Financial World

Macro Communications, Inc.
1250 Broadway
New York, New York 10001
(212) 244-5500
Published 22 times a year

Figures are FOLIO estimates for the calendar year 1982.

Financial *(continued)*

Avg. Subscrip. Circ.

1	Barron's	169,078
2	Financial World	96,777
3	Pensions & Invest. Age	12,096
4	Institutional Investor	10,312
	Total	**288,263**

Subscription Growth (1981/1982) (%)

1	Financial World	23.5
2	Pensions & Invest. Age	6.4
3	Barron's	-1.5
4	Institutional Investor	-8.5

Net Chg. Subscriptns. (1981/1982) (Subs.)

1	Financial World	18,436
2	Pensions & Invest. Age	724
3	Institutional Investor	-955
4	Barron's	-2,575
	Total	**15,630**

Average Sub. Price ($)

1	Institutional Investor	95.00
2	Barron's	52.30
3	Pensions & Invest. Age	48.00
4	Financial World	21.47

Sub. Revenue ($000)

1	Barron's	8,843
2	Financial World	2,078
3	Institutional Investor	980
4	Pensions & Invest. Age	581
	Total	**12,482**

Sub. Rev. Growth (1981/1982) (%)

1	Pensions & Invest. Age	27.6
2	Barron's	11.1
3	Institutional Investor	8.7
4	Financial World	6.2

Newsstand Revenue ($000)

1	Barron's	6,115
2	Financial World	231
3	Institutional Investor	0
4	Pensions & Invest. Age	0
	Total	**6,346**

Nwstd. Rev. Growth (1981/1982) (%)

1	Barron's	31.9
2	Financial World	10.9
3	Institutional Investor	0.0
4	Pensions & Invest. Age	0.0

Avg. Newstnd. Circ. (copies sold/issue)

1	Barron's	94,081
2	Financial World	5,992
3	Institutional Investor	n.e.*
4	Pensions & Invest. Age	n.e.*
	Total	**100,073**

Newsstand Growth ('81/'82: copies sold/issue) (%)

1	Financial World	12.5
2	Barron's	5.6
3	Institutional Investor	0.0
4	Pensions & Invest. Age	0.0

Net Chg. Newsstand ('81/'82: copies sold/issue)

1	Barron's	4,947
2	Financial World	666
3	Institutional Investor	0
4	Pensions & Invest. Age	0
	Total	**5,613**

Avg. Nwstd. Price ($)

1	Financial World	1.75
2	Barron's	1.25
3	Institutional Investor	0.00
4	Pensions & Invest. Age	0.00

*n.e. = not estimated

Publisher: Robert A. Weingarter
Advertising Director: Jay Botwen
Other key contacts: Douglas McIntyre, General Manager

Editorial Description: Financial World contains stories on companies, industries, personalities and a broad range of subjects for private and professional investors and executives. Publication sponsors competition for annual reports, and public issues programs as well as Chief Executive Officers. The first issue of each month appraises companies. Each issue contains personality profiles, dividends declared, corporate earnings, editorials and columns that explore trends, corporate activity, tax matters and Wall Street thinking.

Member: ABC

Rate Information:
Rates as of rate card No.39, dated 1/83.

Freq.	BW	4C
1X	5,075	7,540
6X	4,515	6,710
12X	4,325	6,410

Rate Base: 100,000 as of 1/83.

Advertising Data:
- 80% of all advertising space is full page ads.
- 30% of all space is run in full color.
- 878 advertisers placed 1/6 or more in 1982.
- 100 advertisers ran 6X or more in 1982.

Special rate cards available: Financial notice/Consumer

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Corporate	575	64.2%
2. Direct response	225	25.1%
3. Financial	40	4.4%
4. Consumer	35	3.9%
All others	20	2.2%
Total Ad Pages	895	99.8%

Primary SRDS Classification No.: 8

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: July 1981
- Sample size: 500
- Cooperation/Return rate: 72.4%
- Data collection method: Mail

A. Age Breakdown:

18-24	1.1%
25-34	8.8%
35-44	14.1%
45-54	17.5%
55+	58.5%
Median Age	56

B. Male/Female Composition:

Male	92%
Female	8%

C. Household Income:

Under $15,000	2.4%
$15,000-19,999	5.4%
$20,000-24,999	5.7%
$25,000-34,999	17.9%
$35,000-49,999	21.9%
$50,000+	46.7%
Median Income	$51,115

D. Occupation:

Mgr. ./Admin.	57.3%
Prof./Tech.	8.6%
Other Emp.	31.8%

E. Educational Level:

Not H.S. Grad.	5.7%
H.S. Grad.	13.6%
1-3 Yrs. College	18.6%
Coll. Grad.	29.1%
Post Grad.	33.0%

(continued on page 567)

Figures are FOLIO estimates for the calendar yaar 1982.

General interest: humanities & the world

Ad Pages	
1 Smithsonian	935
2 Life	623
3 Psychology Today	407
4 Natural History	367
5 National Geographic	238
6 Geo	221
Total	**2,791**

Ad Pages Growth (1981/1982)	(%)
1 Life	12.6
2 Smithsonian	-10.4
3 Natural History	-15.7
4 Geo	-18.3
5 Psychology Today	-27.6
6 National Geographic	-36.7

Net Chg. Ad Pages (1981/1982)	
1 Geo	-49
2 Natural History	-68
3 Life	-90
4 Smithsonian	-108
5 National Geographic	-138
6 Psychology Today	-156
Total	**-609**

Avg. Ad Pages/Copy	
1 Smithsonian	78
2 Life	52
3 Psychology Today	34
4 Natural History	31
5 National Geographic	20
6 Geo	18

Ad Revenue	($000)
1 Smithsonian	23,836
2 National Geographic	23,297
3 Life	23,168
4 Psychology Today	8,924
5 Natural History	2,910
6 Geo	1,545
Total	**83,680**

Ad Revenue Growth (1981/1982)	(%)
1 Smithsonian	0.1
2 Life	-1.5
3 Natural History	-11.5
4 Psychology Today	-26.5
5 Geo	-28.4
6 National Geographic	-35.3

Net Chg. Ad Revenue (1981/1982)	($000)
1 Smithsonian	20
2 National Geographic	0
3 Life	-3
4 Natural History	-376
5 Geo	-612
6 Psychology Today	-3,224
Total	**-4,195**

Avg. Ad Rev./Copy	($)
1 Life	1.32
2 Smithsonian	1.01
3 Geo	0.64
4 Psychology Today	0.63
5 Natural History	0.52
6 National Geographic	0.18

Average Circulation	
1 National Geographic	10,543,815
2 Smithsonian	1,970,906
3 Life	1,468,149
4 Psychology Today	1,176,784
5 Natural History	464,979
6 Geo	202,635
Total	**15,827,268**

Avg. Circ. Growth (1981/1982)	(%)
1 Smithsonian	2.5
2 Life	2.4
3 Natural History	0.8
4 National Geographic	-2.3
5 Psychology Today	-4.2
6 Geo	-21.6

Net Chg. Avg. Circ. (1981/1982)	
1 Smithsonian	48,640
2 Life	34,475
3 Natural History	3,785
4 Psychology Today	-50
5 Geo	-55,809
6 National Geographic	-253,266
Total	**-222,225**

Avg. Circ. Rev./Copy	($)
1 Geo	2.38
2 Life	1.77
3 Smithsonian	1.33
4 Natural History	1.28
5 National Geographic	1.13
6 Psychology Today	0.79

(Advertisement)

Within the General Interest: Humanities & The World market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Life
Natural History
Smithsonian
National Geographic
Psychology Today

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

Geo

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men bought more theater tickets last year than the men who read U.S. News and Business Week combined.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

General interest: humanities & the world (continued)

	Total Revenue (ad rev. + circ. rev.)	($000)
1	National Geographic	165,769
2	Smithsonian	55,306
3	Life	54,350
4	Psychology Today	20,114
5	Natural History	10,057
6	Geo	7,330
	Total	**312,926**

	Total Rev. Growth (1981/1982)	(%)
1	Smithsonian	12.1
2	Life	4.6
3	National Geographic	2.4
4	Natural History	-2.9
5	Psychology Today	-14.4
6	Geo	-30.9

	Avg. Total Pgs./Copy (ad pages + edit. pages)	
1	Smithsonian	178
2	Life	135
3	Natural History	93
4	Geo	n.e.*
5	National Geographic	n.e.*
6	Psychology Today	n.e.*

	Avg. Edit. Pgs./Copy	
1	Smithsonian	100
2	Life	83
3	Natural History	63
4	Geo	n.e.*
5	National Geographic	n.e.*
6	Psychology Today	n.e.*

	Avg. Subscrip. Circ.	
1	National Geographic	10,539,508
2	Smithsonian	1,969,258
3	Psychology Today	1,068,457
4	Life	813,841
5	Natural History	445,744
6	Geo	185,981
	Total	**15,022,789**

	Subscription Growth (1981/1982)	(%)
1	Psychology Today	2.5
2	Smithsonian	2.5
3	Natural History	0.4
4	National Geographic	-2.3
5	Life	-3.3
6	Geo	-25.1

	Net Chg. Subscriptns. (1981/1982)	(Subs.)
1	Smithsonian	48,822
2	Psychology Today	25,680
3	Natural History	1,679
4	Life	-28,020
5	Geo	-62,269
6	National Geographic	-250,021
	Total	**-264,129**

	Average Sub. Price	($)
1	Geo	26.81
2	Life	19.02
3	Smithsonian	15.96
4	Natural History	15.00
5	National Geographic	13.50
6	Psychology Today	8.63

	Sub. Revenue	($000)
1	National Geographic	142,283
2	Smithsonian	31,436
3	Life	15,479
4	Psychology Today	9,224
5	Natural History	6,686
6	Geo	4,985
	Total	**210,093**

	Sub. Rev. Growth (1981/1982)	(%)
1	Smithsonian	23.4
2	National Geographic	14.7
3	Life	6.3
4	Natural History	0.4
5	Psychology Today	-1.3
6	Geo	-37.4

	Newsstand Revenue	($000)
1	Life	15,703
2	Psychology Today	1,966
3	Geo	799
4	Natural History	462
5	National Geographic	88
6	Smithsonian	35
	Total	**19,053**

	Nwstd. Rev. Growth (1981/1982)	(%)
1	Geo	63.5
2	Smithsonian	28.2
3	Natural History	12.3
4	Life	10.6
5	Psychology Today	-2.2
6	National Geographic	-32.9

	Avg. Newstnd. Circ. (copies sold/issue)	
1	Life	654,388
2	Psychology Today	108,327
3	Natural History	19,235
4	Geo	16,654
5	National Geographic	4,307
6	Smithsonian	1,648
	Total	**804,559**

	Newsstand Growth ('81/'82: copies sold/issue)	(%)
1	Geo	63.4
2	Natural History	12.3
3	Life	10.6
4	Smithsonian	-9.9
5	Psychology Today	-19.2
6	National Geographic	-43.0

	Net Chg. Newsstand ('81/'82: copies sold/issue)	
1	Life	62,494
2	Geo	6,460
3	Natural History	2,106
4	Smithsonian	-182
5	National Geographic	-3,245
6	Psychology Today	-25,730
	Total	**41,903**

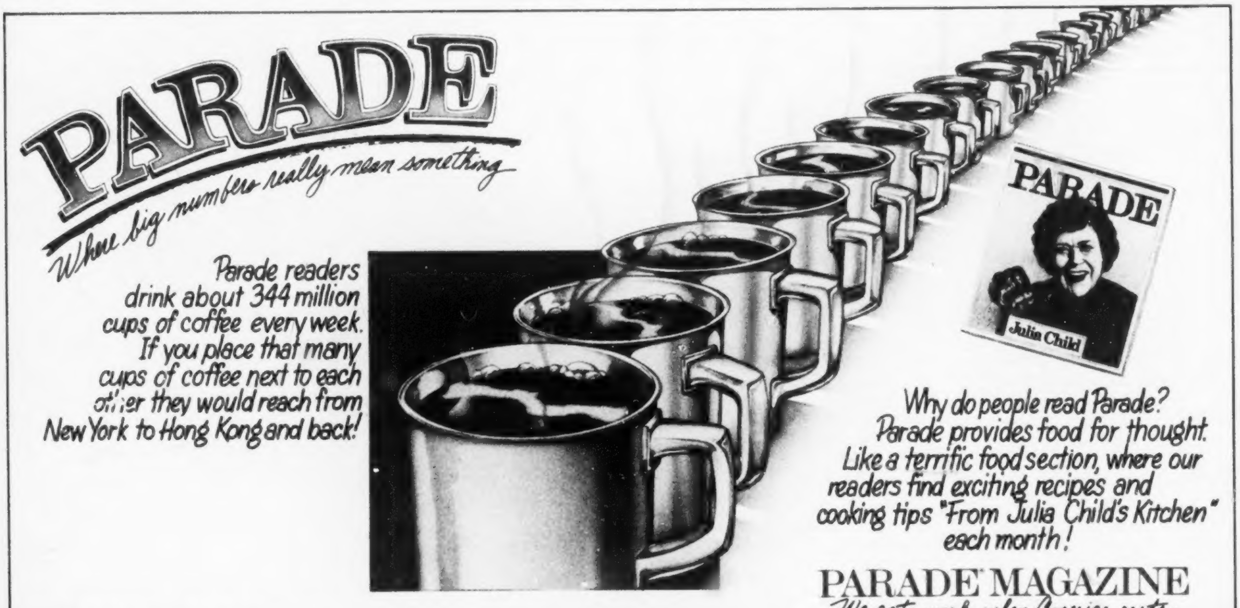
	Avg. Nwstd. Price	($)
1	Geo	4.00
2	Life	2.00
3	Natural History	2.00
4	Smithsonian	1.75
5	National Geographic	1.70
6	Psychology Today	1.51

*n.e. = not estimated

(continued on page 568)

See special *Parade* sweepstakes card, page 66.

(Advertisement)



PARADE

Where big numbers really mean something

Parade readers drink about 344 million cups of coffee every week. If you place that many cups of coffee next to each other they would reach from New York to Hong Kong and back!

Why do people read Parade? Parade provides food for thought. Like a terrific food section, where our readers find exciting recipes and cooking tips "From Julia Child's Kitchen" each month!

PARADE MAGAZINE
We go to work when America rests.

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Figures are FOLIO estimates for the calendar year 1982.

General interest: literature & commentary

Ad Pages

1	The New Yorker	3,902
2	Rolling Stone	1,096
3	Reader's Digest	1,093
4	Ebony	979
5	Esquire	779
6	TWA Ambassador	566
7	Saturday Evening Post	428
8	The Atlantic	363
9	Harper's Magazine	200
	Total	**9,406**

Ad Pages Growth (1981/1982)

		(%)
1	Esquire	45.8
2	The Atlantic	27.0
3	Saturday Evening Post	4.6
4	Ebony	3.7
5	Rolling Stone	-0.1
6	TWA Ambassador	-6.0
7	The New Yorker	-9.4
8	Reader's Digest	-14.0
9	Harper's Magazine	-23.3

Net Chg. Ad Pages (1981/1982)

1	Esquire	245
2	The Atlantic	77
3	Ebony	35
4	Saturday Evening Post	19
5	Rolling Stone	-1
6	TWA Ambassador	-36
7	Harper's Magazine	-61
8	Reader's Digest	-178
9	The New Yorker	-407
	Total	**-307**

Avg. Ad Pages/Copy

1	Reader's Digest	91
2	Ebony	82
3	The New Yorker	75
4	Esquire	65
5	Saturday Evening Post	48
6	TWA Ambassador	47
7	Rolling Stone	44
8	The Atlantic	30
9	Harper's Magazine	17

Ad Revenue

		($000)
1	Reader's Digest	104,860
2	The New Yorker	56,320
3	Ebony	22,371
4	Rolling Stone	17,231
5	Esquire	13,250
6	TWA Ambassador	4,371
7	The Atlantic	2,727
8	Saturday Evening Post	2,570
9	Harper's Magazine	1,011
	Total	**224,711**

Ad Revenue Growth (1981/1982)

		(%)
1	Esquire	66.2
2	The Atlantic	49.4
3	Rolling Stone	20.4
4	Saturday Evening Post	19.9
5	Ebony	14.0
6	The New Yorker	0.2
7	TWA Ambassador	-2.3
8	Reader's Digest	-7.1
9	Harper's Magazine	-40.9

Net Chg. Ad Revenue (1981/1982)

		($000)
1	Esquire	5,278
2	Rolling Stone	2,917
3	Ebony	2,756
4	The Atlantic	902
5	Saturday Evening Post	426
6	The New Yorker	94
7	TWA Ambassador	-102
8	Harper's Magazine	-699
9	Reader's Digest	-8,025
	Total	**3,547**

Avg. Ad Rev./Copy

		($)
1	The New Yorker	2.14
2	Esquire	1.65
3	Ebony	1.48
4	TWA Ambassador	1.44
5	Rolling Stone	0.90
6	The Atlantic	0.61
7	Reader's Digest	0.48
8	Saturday Evening Post	0.39
9	Harper's Magazine	0.38

Average Circulation

1	Reader's Digest	18,035,959
2	Ebony	1,262,661
3	Rolling Stone	767,193
4	Saturday Evening Post	726,939
5	Esquire	668,057
6	The New Yorker	506,950
7	The Atlantic	372,142
8	TWA Ambassador	253,061
9	Harper's Magazine	220,822
	Total	**22,813,784**

Avg. Circ. Growth (1981/1982)

		(%)
1	Saturday Evening Post	23.3
2	Rolling Stone	7.1
3	The Atlantic	6.9
4	Esquire	2.2
5	Reader's Digest	0.7
6	The New Yorker	0.4
7	TWA Ambassador	0.0
8	Ebony	-6.0
9	Harper's Magazine*	-34.0

Net Chg. Avg. Circ. (1981/1982)

1	Saturday Evening Post	137,299
2	Reader's Digest	133,915
3	Rolling Stone	51,172
4	The Atlantic	24,078
5	Esquire	14,449
6	The New Yorker	2,182
7	TWA Ambassador	61
8	Ebony	-81,115
9	Harper's Magazine*	-113,629
	Total	**168,412**

Avg. Circ. Rev./Copy

		($)
1	Harper's Magazine	1.39
2	The Atlantic	1.31
3	Saturday Evening Post	1.26
4	Esquire	1.22
5	Ebony	1.12
6	Reader's Digest	0.85
7	Rolling Stone	0.83
8	The New Yorker	0.51
9	TWA Ambassador	0.00

*Harper's has been pursuing an intentional reduction of circulation as part of an overall repositioning strategy. Users are cautioned to view all percentage and net changes in light of this policy shift.

(Advertisement)

Within the General Interest: Literature & Commentary market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Ebony
The New Yorker
Rolling Stone
Esquire
Reader's Digest
Saturday Evening Post

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

Harper's

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Attenzione, Foreign Affairs, Horizon, Mother Jones, National Review, New Republic, Technology Review, Vanity Fair, Washington Journalism Review, World Press Review, Writer's Digest*; and approximately 10 non-audited magazines that accept advertising.

The Atlantic

The Atlantic Monthly Company
8 Arlington St.
Boston, Massachusetts 02116
(617) 536-9500
Published monthly.

Publisher: David Auchincloss
Advertising Director: Carol A. Decker

Editorial Description: The Atlantic, the magazine of public affairs and the arts, addresses the contemporary issues of our world through journalism, commentary, criticism, humor, fiction and poetry.

Member: ABC
Rate Information:
Rates as of rate card No.50, dated 1/83.

Freq.	BW	4C
1X	7,465	11,200
6X	7,015	10,530
12X	6,570	9,855

Rate Base: 400,000 as of 1/83.

Advertising Data:
- 82% of all advertising space is full page ads.
- 48% of all space is run in full color.
- 129 advertisers placed 1/6 or more in 1982.
- 15 advertisers ran 6X or more in 1982.

Special rates available: Retail, Media and Mail Order.

Demographic or Regional Editions: A/B Split Runs only.

Figures are FOLIO estimates for the calendar year 1982.

General Interest: literature & commentary (continued)

	Total Revenue (ad rev. + circ. rev.)	($000)
1	Reader's Digest	288,380
2	The New Yorker	69,743
3	Ebony	39,381
4	Rolling Stone	33,126
5	Esquire	22,991
6	Saturday Evening Post	10,660
7	The Atlantic	8,563
8	Harper's Magazine	4,695
9	TWA Ambassador	4,371
	Total	**481,910**

	Total Rev. Growth (1981/1982)	(%)
1	Esquire	34.4
2	The Atlantic	23.0
3	Saturday Evening Post	18.8
4	Rolling Stone	11.4
5	Reader's Digest	10.1
6	Ebony	9.9
7	The New Yorker	-0.3
8	TWA Ambassador	-2.3
9	Harper's Magazine	-16.7

	Avg. Total Pgs./Copy (ad pages + edit. pages)	
1	Reader's Digest	254
2	The New Yorker	144
3	Esquire	126
4	Saturday Evening Post	112
5	The Atlantic	111
6	TWA Ambassador	96
7	Rolling Stone	92
8	Harper's Magazine	84
9	Ebony	n.e.*

	Avg. Edit. Pgs./Copy	
1	Reader's Digest	163
2	The Atlantic	80
3	The New Yorker	69
4	Harper's Magazine	67
5	Saturday Evening Post	64
6	Esquire	61
7	Rolling Stone	48
8	TWA Ambassador	48
9	Ebony	n.e.*

	Avg. Subscrip. Circ.	
1	Reader's Digest	17,096,333
2	Ebony	1,046,249
3	Esquire	558,025
4	Saturday Evening Post	548,510
5	Rolling Stone	505,891
6	The New Yorker	468,420
7	The Atlantic	327,536
8	Harper's Magazine	191,577
9	TWA Ambassador	0
	Total	**20,742,541**

	Subscription Growth (1981/1982)	(%)
1	Saturday Evening Post	54.4
2	Rolling Stone	10.2
3	The Atlantic	7.6
4	Esquire	4.1
5	Reader's Digest	0.9
6	The New Yorker	0.6
7	TWA Ambassador	0.0
8	Ebony	-5.2
9	Harper's Magazine	-35.4

	Net Chg. Subscriptns. (1981/1982)	(Subs.)
1	Saturday Evening Post	193,156
2	Reader's Digest	147,209
3	Rolling Stone	46,819
4	The Atlantic	23,054
5	Esquire	21,930
6	The New Yorker	2,846
7	TWA Ambassador	0
8	Ebony	-56,240
9	Harper's Magazine	-104,785
	Total	**273,989**

	Average Sub. Price	($)
1	The New Yorker	23.04
2	Harper's Magazine	15.57
3	The Atlantic	14.55
4	Esquire	12.72
5	Ebony	11.92
6	Rolling Stone	11.53
7	Saturday Evening Post	10.18
8	Reader's Digest	9.91
9	TWA Ambassador	0.00

	Sub. Revenue	($000)
1	Reader's Digest	169,425
2	Ebony	12,466
3	The New Yorker	10,793
4	Esquire	7,100
5	Rolling Stone	5,834
6	Saturday Evening Post	5,585
7	The Atlantic	4,765
8	Harper's Magazine	2,982
9	TWA Ambassador	0
	Total	**218,950**

	Sub. Rev. Growth (1981/1982)	(%)
1	Saturday Evening Post	46.5
2	Reader's Digest	25.8
3	The Atlantic	12.9
4	Esquire	12.5
5	Ebony	4.9
6	Rolling Stone	0.9
7	TWA Ambassador	0.0
8	The New Yorker	-3.4
9	Harper's Magazine	-9.8

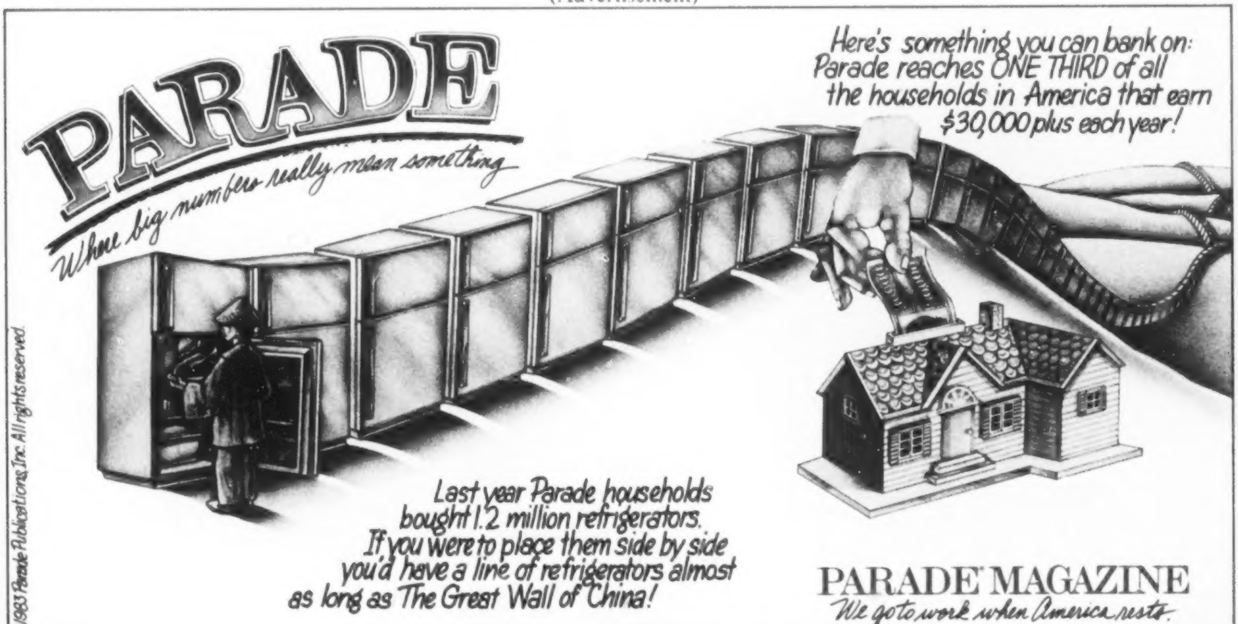
	Newsstand Revenue	($000)
1	Reader's Digest	14,094
2	Rolling Stone	10,060
3	Ebony	4,545
4	Esquire	2,641
5	The New Yorker	2,630
6	Saturday Evening Post	2,505
7	The Atlantic	1,071
8	Harper's Magazine	702
9	TWA Ambassador	0
	Total	**38,248**

	Nwstd. Rev. Growth (1981/1982)	(%)
1	The Atlantic	17.0
2	Harper's Magazine	13.2
3	Ebony	5.1
4	Rolling Stone	4.4
5	The New Yorker	3.2
6	TWA Ambassador	0.0
7	Reader's Digest	-1.4
8	Esquire	-6.4
9	Saturday Evening Post	-20.8

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
Where big numbers really mean something
Here's something you can bank on: Parade reaches ONE THIRD of all the households in America that earn $30,000 plus each year!
Last year Parade households bought 1.2 million refrigerators. If you were to place them side by side you'd have a line of refrigerators almost as long as The Great Wall of China!
PARADE MAGAZINE
We go to work when America rests.
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Figures are FOLIO estimates for the calendar year 1982.

General Interest: literature & commentary (continued)

Avg. Newstnd. Circ.	(copies sold/issue)
1 Reader's Digest	939,627
2 Rolling Stone	251,302
3 Ebony	216,413
4 Saturday Evening Post	178,429
5 Esquire	110,032
6 The Atlantic	44,606
7 The New Yorker	38,530
8 Harper's Magazine	29,245
9 TWA Ambassador	0
Total	**1,808,184**

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 The Atlantic	2.3
2 Rolling Stone	1.7
3 TWA Ambassador	0.0
4 Reader's Digest	-1.4
5 The New Yorker	-1.7
6 Esquire	-6.4
7 Ebony	-9.9
8 Harper's Magazine	-23.2
9 Saturday Evening Post	-23.8

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 Rolling Stone	4,353
2 The Atlantic	1,023
3 TWA Ambassador	0
4 The New Yorker	-665
5 Esquire	-7,481
6 Harper's Magazine	-8,844
7 Reader's Digest	-13,294
8 Ebony	-23,876
9 Saturday Evening Post	-55,858
Total	**-104,642**

Avg. Nwstd. Price	($)
1 The Atlantic	2.00
2 Esquire	2.00
3 Harper's Magazine	2.00
4 Ebony	1.75
5 Saturday Evening Post	1.56
6 Rolling Stone	1.54
7 The New Yorker	1.31
8 Reader's Digest	1.25
9 TWA Ambassador	0.00

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Publisher	99.1	27.3%
2. Institutional	81.5	22.4%
3. Cigarette	45.0	12.4%
4. Automotive	34.6	9.5%
5. Consumer	32.1	8.9%
All others	70.9	19.5%
Total Ad Pages	363.2	100.0%

Primary SRDS Classification No.: 22

Subscriber Demographics:

- •Conducted by: Don Bowdren Associates
- •Date: December, 1981
- •Sample size: 500
- •Cooperation/Return rate: 65%
- •Data collection method: Mail

A. Age Breakdown:

18-24	9.1%
25-34	25.5%
35-44	17.5%
45-54	15.6%
55 +	32.4%
Median Age	43.7

B. Male/Female Composition:

Male	48.8%
Female	51.2%

C. Household Income:

Under $10,000	3.2%
$10,000-14,999	7.3%
$15,000-19,999	6.6%
$20,000-24,999	13.2%
$25,000-34,999	15.7%
$35,000-49,999	22.1%
$50,000 +	31.9%
Median Income	$37,680

(continued on page 642)

(Advertisement)

GAMES

READERS'

9.7 HOURS'

READING TIME

GIVES YOUR

ADVERTISING

DOUBLE

EXPOSURE.

For information, call Paula Fierman, 212/421-5984.

Source: 1982 Games Subscriber Survey by Yankelovich, Skelly and White, Inc.

Health & fitness

Ad Pages	
1 Prevention	849
2 Self	832
3 Health	342
4 Weight Watchers	308
5 American Health	186
6 Spring	166
Total	**2,683**

Ad Pages Growth (1981/1982)	(%)
1 Weight Watchers	18.4
2 Health	12.1
3 Self	3.9
4 Prevention	-14.9
5 American Health	n.e.*
6 Spring	n.e.*

Net Chg. Ad Pages (1981/1982)	
1 Weight Watchers	68
2 Health	37
3 Self	31
4 American Health	0
5 Spring	0
6 Prevention	-149
Total	**-13**

Avg. Ad Pages/Copy	
1 Prevention	71
2 Self	69
3 American Health	37
4 Health	28
5 Weight Watchers	26
6 Spring	21

Ad Revenue	($000)
1 Self	13,562
2 Prevention	12,778
3 Weight Watchers	3,398
4 Health	2,744
5 Spring	842
6 American Health	810
Total	**34,134**

Ad Revenue Growth (1981/1982)	(%)
1 Weight Watchers	38.3
2 Health	27.0
3 Self	25.5
4 Prevention	-14.1
5 American Health	n.e.*
6 Spring	n.e.*

Net Chg. Ad Revenue (1981/1982)	($000)
1 Self	2,754
2 Weight Watchers	1,094
3 Health	583
4 American Health	0
5 Spring	0
6 Prevention	-2,100
Total	**2,331**

Avg. Ad Rev./Copy	($)
1 Self	1.11
2 American Health	0.47
3 Prevention	0.42
4 Weight Watchers	0.38
5 Spring	0.29
6 Health	0.27

Average Circulation	
1 Prevention	2,520,093
2 Self	1,018,858
3 Health	852,845
4 Weight Watchers	739,067
5 Spring	360,920
6 American Health	346,685
Total	**5,838,468**

Avg. Circ. Growth (1981/1982)	(%)
1 Self	6.0
2 Prevention	3.9
3 Health	-0.1
4 Weight Watchers	-2.2
5 American Health	n.e.*
6 Spring	n.e.*

Net Chg. Avg. Circ. (1981/1982)	
1 Prevention	94,958
2 Self	57,529
3 American Health	0
4 Spring	0
5 Health	-1,156
6 Weight Watchers	-16,762
Total	**134,569**

Avg. Circ. Rev./Copy	($)
1 American Health	1.79
2 Spring	1.73
3 Self	1.30
4 Health	1.05
5 Prevention	0.94
6 Weight Watchers	0.92

Total Revenue (ad rev. + circ. rev.)	($000)
1 Prevention	41,259
2 Self	29,451
3 Health	13,477
4 Weight Watchers	11,549
5 Spring	4,527
6 American Health	3,916
Total	**104,179**

Total Rev. Growth (1981/1982)	(%)
1 Weight Watchers	22.6
2 Health	18.7
3 Self	16.7
4 Prevention	8.1
5 American Health	n.e.*
6 Spring	n.e.*

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Prevention	168
2 American Health	163
3 Self	156
4 Weight Watchers	68
5 Spring	66
6 Health	62

Avg. Edit. Pgs./Copy	
1 American Health	126
2 Prevention	97
3 Self	87
4 Spring	45
5 Weight Watchers	43
6 Health	34

*n.e. = not estimated

(Advertisement)

Within the Health & Fitness market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Health
Prevention
Self

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publications in this market have commissioned SMRB to provide subscriber or newsstand studies:

American Health
Self
Spring

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Muscle & Fitness*, *New Body*, *Shape* and approximately 15 non-audited magazines that accept advertising.

American Health

American Health Partners
80 Fifth Avenue
New York, New York 10011
(212) 242-2460
Published bi-monthly

Publisher: Owen J. Lipstein
Advertising Director: John B. Caldwell, Jr.

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs and insurance plans.

Member: ABC

Rate Information:
Rates as of rate card No.4, dated 4/83.

Freq.	BW	4C
1X	6,600	8,700
6X	5,950	7,850
12X	5,300	6,960

Rate Base: 550,000 as of 9/83.

Advertising Data:

- 87% of all advertising space is full page ads.
- 64% of all space is run in full color.
- 72 advertisers placed 1/6 or more in 1982.
- 11 advertisers ran 6X or more in 1982.

Special rate cards available: Mail order/Publishers special discount of 20%.

Figures are FOLIO estimates for the calendar year 1982.

Avg. Subscrip. Circ.	
1 Prevention	2,431,921
2 Health	852,845
3 Weight Watchers	584,838
4 Self	510,423
5 Spring	320,510
6 American Health	288,588
Total	**4,989,125**

Subscription Growth (1981/1982)	(%)
1 Weight Watchers	3.5
2 Prevention	2.5
3 Health	-0.1
4 Spring	-2.1
5 American Health	n.e.*
6 Spring	n.e.*

Net Chg. Subscriptns. (1981/1982)	(Subs.)
1 Prevention	59,042
2 Weight Watchers	19,634
3 American Health	0
4 Spring	0
5 Health	-1,156
6 Self	-11,099
Total	**66,421**

Average Sub. Price	($)
1 Health	12.58
2 Prevention	11.12
3 Self	10.71
4 Spring	10.06
5 Weight Watchers	9.98
6 American Health	8.75

Sub. Revenue	($000)
1 Prevention	27,043
2 Health	10,732
3 Weight Watchers	5,837
4 Self	5,466
5 Spring	3,224
6 American Health	2,525
Total	**54,827**

Sub. Rev. Growth (1981/1982)	(%)
1 Weight Watchers	30.1
2 Prevention	20.1
3 Health	19.1
4 Self	-1.5
5 American Health	n.e.*
6 Spring	n.e.*

Newsstand Revenue	($000)
1 Self	10,423
2 Weight Watchers	2,313
3 Prevention	1,438
4 American Health	581
5 Spring	461
6 Health	n.e.*
Total	**15,216**

Nwstd. Rev. Growth (1981/1982)	(%)
1 Prevention	83.4
2 Self	17.3
3 Health	0.0
4 Weight Watchers	-12.1
5 American Health	n.e.*
6 Spring	n.e.*

Avg. Newstnd. Circ. (copies sold/issue)	
1 Self	508,435
2 Weight Watchers	154,229
3 Prevention	88,172
4 American Health	58,098
5 Spring	40,410
6 Health	n.e.*
Total	**849,344**

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 Prevention	68.7
2 Self	15.6
3 Health	0.0
4 Weight Watchers	-19.1
5 American Health	n.e.*
6 Spring	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 Self	68,627
2 Prevention	35,916
3 Weight Watchers	-36,397
4 American Health	n.e.*
5 Health	n.e.*
6 Spring	n.e.*
Total	**68,146**

Avg. Nwstd. Price	($)
1 American Health	2.00
2 Self	1.71
3 Spring	1.50
4 Prevention	1.36
5 Weight Watchers	1.25
6 Health	0.00

*n.e. = not estimated

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Toiletries/cosmetics	39	22%
2. Drugs/remedies	34	19%
3. Food/food products	33	18%
4. Publishing/media	30	17%
5. Retail/direct mail	17	9%
All others	26	15%
Total Ad Pages	179	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Health	205	65%
2. News	173	55%
3. Features	142	45%
4. Medicine	110	35%
Total Edit. Pages	630	100%

Primary SRDS Classification No.: 23

Average Ad/Edit. Ratio: 36/64

Market Research Available: Primary Reader Study, 1983, Simmons.

Other Subscriber Research: Subscriber and Newsstand Primary Audience Studies—SMRB; Doctors Office Readership Study—SMRB.

Health

Family Media Incorporated
149 Fifth Avenue
New York, New York 10010
(212) 598-0800
Published monthly

Publisher: Philip J. Titolo
Advertising Manager: Leo J. Dean
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: Health updates and advises the lay reader on the world of health: nutrition, fitness, longevity, medical care, beauty, emotions, child care, dieting. Departments include: Breakthroughs; Pound Wise (weight control); Woman; Wife and Mother; and Richard's Almanac.

Member: ABC
Rate Information:
Rates as of rate card No.14, dated 1/83.

Freq.	BW	4C
1X	7,920	11,085
6X	6,730	9,425
12X	6,340	8,870

Rate Base: 850,000 as of 1/83.

Networks or combination buys through which publication is available: Ladies' Home Journal Family Group Discount, 25% discount in combination with Ladies' Home Journal and/or Ladies' Home Journal Prime Showcase.

Special rate cards available: Mail order

Demographic or Regional Editions: Geographic Editions, Western, Central, Southern and Eastern.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Health/medical	182.2	45.2%
2. Food/nutrition	87.2	21.6%
3. Beauty/fashion	31.2	7.7%
4. Sports/recreation	25.4	6.3%
5. Children	22.0	5.4%
All others	54.8	13.8%
Total Edit. Pages	402.8	100%

Primary SRDS Classification No.: 23

Average Ad/Edit. Ratio: 45/55

Syndicated Research: Simmons and MRI

Figures are FOLIO estimates for the calendar year 1982.

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171
Published monthly

Publisher: Marshall Ackerman
Advertising Director: Cerf Berkley
Other key contacts: Tom Stoneback, Marketing Service Manager

Editorial Description: Prevention is edited for readers with a special interest in maintaining good health and achieving personal fitness. Its feature articles and departments focus primarily on healthful food products; meal planning and preparation; nutrition; skin care, body care, and other beauty aids; appliances; recreation; travel; exercise; medical topics for the lay person, based on current research findings; self-improvement, and other subjects contributing to a healthy lifestyle.

Member: ABC
Rate Information:
Rates as of rate card No.32, dated 10/82.

Freq.	BW	4C
1 Page	17,700	26,550
6 Pages	16,815	25,223
12 Pages	15,930	23,895

Rate Base: 2,500,000 as of 10/82.

Special rate cards available: Mail order

Demographic or Regional Editions: Western U.S., Central U.S., Southern U.S., Eastern U.S.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Medical/vitamins	556.4	65.5%
2. Toiletries/cosmetics	90.0	10.6%
3. Food	69.1	8.1%
4. Hsehld. equip/supplies	34.0	4.0%
5. Publishing	14.3	1.7%
All others	85.2	10.1%
Total Ad Pages	849.0	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Health/medical	421.0	36.1%
2. Food/nutrition	334.2	28.7%
3. General Interest	127.4	10.9%
4. Culture/humanities	107.2	9.2%
5. Beauty/grooming	62.6	5.4%
All others	113.2	9.7%
Total Edit. Pages	1,165.6	100%

Primary SRDS Classification No.: 23

Average Ad/Edit. Ratio: 42.7/57.3

Market Research Available: Yankelovich Report: "A Study of the American Health System."

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: May, 1982
- Sample size: 1,000
- Cooperation/Return rate: 76.0%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.3%
25-34	13.1%
35-44	14.3%
45-54	15.8%
55 +	54.5%
Median Age	57

B. Male/Female Composition:

Male	26.9%
Female	73.1%

C. Household Income:

Under $10,000	16.7%
$10,000-14,999	12.7%
$15,000-19,999	11.0%
$20,000-24,999	15.4%
$25,000-34,999	19.7%
$35,000-49,999	15.0%
$50,000 +	9.5%
Median Income	$23,100

D. Occupation:

Mgr. /Admin.	25.9%
Prof/Tech	14.0%
Cler/Sales	4.6%
Other Emp.	20.8%
Not Emp.	3.8%
Retired	30.9%

E. Educational Level:

Not H.S. Grad.	17.7%
H.S. Grad.	36.0%
1-3 Yrs. College	22.7%
Coll. Grad.	9.9%
Post Grad.	13.7%

F. Purchasing and Ownership Indicators:
- Prevention subscribers influenced 8,188,237 other people last year in their purchase of supermarket food products; and 4,740,120 other people in their purchase of cosmetics/skin/hair care products.
- 36% made plans to buy a product advertised in Prevention from a retail store.
- Average Prevention issue kept 2.3 years and referred back to 4.3 times.
- 35% shopped in supermarkets 8 + times in the past month.
- 91% cook or bake from scratch.
- 29% own a food processor.
- 36% took a vacation via airplane in the past year.

Self

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8000

See complete media profile in the *Women's Lifestyle* market analysis section.

(continued on page 658)

See special *Parade* sweepstakes card, page 66.

(Advertisement)

PARADE
Where big numbers really mean something
Here's something you can bank on: Parade reaches ONE THIRD of all the households in America that earn $30,000 plus each year!
Last year Parade households bought 1.2 million refrigerators. If you were to place them side by side you'd have a line of refrigerators almost as long as The Great Wall of China!
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications Inc. All rights reserved.

Home service

Ad Pages

1	Sunset	1,694
2	Architectural Digest	1,625
3	Southern Living	1,451
4	Houston Home & Garden	1,384
5	Better Homes & Gardens	1,365
6	House Beautiful	1,000
7	House & Garden	965
8	Organic Gardening	809
9	Metropolitan Home	807
10	The Family Handyman	683
11	Country Journal	527
12	Country Living	446
13	Colonial Homes	402
14	New Shelter	388
15	Home Magazine	313
16	1001 Home Ideas	313
17	Flower & Garden	266
18	Early American Life	210
19	Americana	195
	Total	**14,843**

Ad Pages Growth (1981/1982) (%)

1	Country Living	134.6
2	The Family Handyman	13.5
3	Houston Home & Garden	9.4
4	Metropolitan Home	6.8
5	Flower & Garden	4.8
6	1001 Home Ideas	2.6
7	Colonial Homes	2.5
8	Country Journal	1.5
9	Southern Living	1.1
10	New Shelter	0.0
11	Sunset	-1.6
12	Architectural Digest	-2.1
13	Organic Gardening	-5.0
14	Early American Life	-7.0
15	Better Homes & Gardens	-8.6
16	House Beautiful	-9.9
17	Home Magazine	-21.7
18	House & Garden	-23.3
19	Americana	n.e.*

Net Chg. Ad Pages (1981/1982)

1	Country Living	256
2	Houston Home & Gdn.	119
3	The Family Handyman	81
4	Metropolitan Home	51
5	Southern Living	16
6	Flower & Garden	12
7	Colonial Homes	10
8	Early American Life	9
9	Country Journal	8
10	1001 Home Ideas	8
11	New Shelter	0
12	Sunset	-27
13	Architectural Digest	-35
14	Organic Gardening	-42
15	Home Magazine	-96
16	House Beautiful	-110
17	Better Homes & Gdns.	-128
18	House & Garden	-293
19	Americana	n.e.*
	Total	**-161**

Avg. Ad Pages/Copy

1	Architectural Digest	137
2	Sunset	129
3	Southern Living	121
4	Houston Home & Gdn.	115
5	Better Homes & Gdns.	114
6	House Beautiful	83
7	House & Garden	80
8	The Family Handyman	68
9	Colonial Homes	67
10	Metropolitan Home	67
11	Organic Gardening	67
12	Country Living	45
13	Country Journal	44
14	Flower & Garden	44
15	New Shelter	43
16	Early American Life	35
17	Americana	32
18	Home Magazine	26
19	1001 Home Ideas	26

Ad Revenue ($000)

1	Better Homes & Gdns.	100,289
2	Southern Living	41,258
3	Sunset	35,245
4	House & Garden	22,824
5	Architectural Digest	22,305
6	House Beautiful	18,040
7	Metropolitan Home	11,184
8	Organic Gardening	8,360
9	The Family Handyman	7,356
10	Country Living	5,312
11	Houston Home & Garden	4,972
12	Colonial Homes	3,465
13	Home Magazine	3,155
14	New Shelter	2,915
15	Country Journal	2,785
16	1001 Home Ideas	2,500
17	Flower & Garden	1,520
18	Americana	966
19	Early American Life	865
	Total	**295,316**

Ad Revenue Growth (1981/1982) (%)

1	Country Living	273.3
2	Home Magazine	71.5
3	New Shelter	38.7
4	Houston Home & Gdn.	37.2
5	The Family Handyman	35.9
6	Flower & Garden	29.2
7	Colonial Homes	22.1
8	Architectural Digest	20.9
9	Southern Living	16.7
10	1001 Home Ideas	16.4
11	Country Journal	14.6
12	Metropolitan Home	12.7
13	Organic Gardening	12.7
14	Sunset	6.0
15	Better Homes & Gdns.	-0.4
16	Early American Life	-1.7
17	House Beautiful	-2.1
18	House & Garden	-14.9
19	Americana	n.e.*

Net Chg. Ad Revenue (1981/1982) ($000)

1	Southern Living	5,916
2	Country Living	3,889
3	Architectural Digest	3,852
4	Sunset	1,996
5	The Family Handyman	1,944
6	Houston Home & Gdn.	1,348
7	Home Magazine	1,316
8	Metropolitan Home	1,264
9	Organic Gardening	940
10	New Shelter	813
11	Colonial Homes	628
12	1001 Home Ideas	408
13	Country Journal	356
14	Flower & Garden	343
15	Early American Life	-15
16	House Beautiful	-388
17	Better Homes & Gdns.	-399
18	House & Garden	-3,980
19	Americana	n.e.*
	Total	**20,231**

Avg. Ad Rev./Copy ($)

1	Houston Home & Gdn.	4.46
2	Architectural Digest	3.30
3	Sunset	2.06
4	House & Garden	1.89
5	House Beautiful	1.78
6	Southern Living	1.62
7	Metropolitan Home	1.30
8	Better Homes & Gdns.	1.04
9	Colonial Homes	0.97
10	Country Journal	0.82
11	Country Living	0.71
12	The Family Handyman	0.66
13	New Shelter	0.54
14	Americana	0.53
15	Organic Gardening	0.53
16	Home Magazine	0.49
17	Early American Life	0.46
18	Flower & Garden	0.43
19	1001 Home Ideas	0.21

*n.e. = not estimated

(Advertisement)

Within the Home Service market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Better Homes and Gardens · *Colonial Homes* · *Country Living*
Metropolitan Home · *Family Handyman* · *House Beautiful*
Organic Gardening · *New Shelter* · *1,001 Home Ideas*
Southern Living · *Sunset*

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

Architectural Digest · *Colonial Homes*
Country Living · *Early American Life*
New Shelter

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Capper's Weekly, Dallas/Fort Worth Home & Garden, Friendly Exchange, Homeowners How To, The Magazine Antiques, Metro Home & Garden, Phoenix Home & Garden, Southern Accents,* and *Texas Homes.*

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Published bi-monthly

Publisher: Jack Armstrong
Advertising Director: Art Johnson

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC
Rate Information:
Rates as of rate card No. 11, dated 7/83.

Freq.	BW	4C
1X	5,900	8,850
6X	5,020	7,520

Rate Base: 330,000 as of 7/83

Special rate cards available: Mail Order/Local Travel Rates.

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Travel	176	47%
2. Home/Decorating	101	27%
Total Edit Pages	375	100%

Primary SRDS Classification No.: 24
Average Ad/Edit Ratio: 40/60

Average Circulation

1	Better Hms. & Gdns.	8,070,843
2	Southern Living	2,123,965
3	Sunset	1,424,642
4	Organic Gardening	1,322,393
5	1001 Home Ideas	1,141,998
6	The Fmly. Handyman	1,104,556
7	House & Garden	1,004,357
8	House Beautiful	844,784
9	Country Living	751,251
10	Metropolitan Home	716,007
11	New Shelter	603,629
12	Colonial Homes	595,385
13	Flower & Garden	588,542
14	Architectural Digest	562,451
15	Home Magazine	541,945
16	Early American Life	313,508
17	Americana	304,246
18	Country Journal	282,038
19	Houston Home & Gdn.	92,859
	Total	**22,389,399**

Avg. Circ. Growth
(1981/1982) (%)

1	Home Magazine	63.1
2	Country Living	27.6
3	New Shelter	26.8
4	Houston Home & Gdn.	14.1
5	Country Journal	10.2
6	Southern Living	9.3
7	Colonial Homes	5.2
8	The Family Handyman	4.6
9	1001 Home Ideas	3.4
10	Flower & Garden	0.6
11	Sunset	0.5
12	Better Homes & Gdns.	0.3
13	House Beautiful	0.2
14	Organic Gardening	-0.1
15	Architectural Digest	-0.3
16	Early American Life	-0.5
17	Metropolitan Home	-4.1
18	House & Garden	-11.9
19	Americana	n.e.*

Net Chg. Avg. Circ.
(1981/1982)

1	Home Magazine	209,665
2	Southern Living	180,864
3	Country Living	162,531
4	New Shelter	127,744
5	The Family Handyman	48,353
6	1001 Home Ideas	37,988
7	Colonial Homes	29,329
8	Country Journal	26,141
9	Better Homes & Gdns.	23,980
10	Houston Home & Gdn.	11,505
11	Sunset	7,638
12	Flower & Garden	3,253
13	House Beautiful	1,652
14	Early American Life	-1,489
15	Organic Gardening	-1,566
16	Architectural Digest	-1,724
17	Metropolitan Home	-30,230
18	House & Garden	-135,474
19	Americana	n.e.*
	Total	**700,160**

Avg. Circ. Rev./Copy
($)

1	Architectural Digest	3.15
2	Early American Life	2.18
3	Colonial Homes	1.98
4	Americana	1.59
5	Country Living	1.51
6	Southern Living	1.27
7	House Beautiful	1.16
8	House & Garden	1.09
9	New Shelter	1.09
10	Houston Home & Gdn.	1.06
11	Country Journal	1.01
12	1001 Home Ideas	1.00
13	The Family Handyman	0.97
14	Organic Gardening	0.95
15	Home Magazine	0.93
16	Sunset	0.87
17	Flower & Garden	0.75
18	Metropolitan Home	0.73
19	Better Homes & Gdns.	0.67

Total Revenue
(ad rev. + circ. rev.) ($000)

1	Better Homes & Gdns.	165,559
2	Southern Living	73,743
3	Sunset	50,193
4	Architectural Digest	43,591
5	House & Garden	36,019
6	House Beautiful	29,816
7	Organic Gardening	23,414
8	The Fmly. Handyman	17,949
9	Metropolitan Home	17,477
10	Country Living	16,668
11	1001 Home Ideas	16,612
12	Colonial Homes	10,547
13	Home Magazine	9,191
14	New Shelter	8,853
15	Country Journal	6,187
16	Houston Home & Garden	6,150
17	Early American Life	4,962
18	Flower & Garden	4,174
19	Americana	3,864
	Total	**544,969**

Total Rev. Growth
(1981/1982) (%)

1	Country Living	125.2
2	Home Magazine	55.3
3	The Family Handyman	34.1
4	New Shelter	30.9
5	Flower & Garden	28.5
6	Houston Home & Gdn.	26.5
7	Southern Living	17.1
8	Metropolitan Home	16.8
9	Organic Gardening	11.9
10	Architectural Digest	11.0
11	Early American Life	8.1
12	House Beautiful	6.6
13	Country Journal	6.4
14	Colonial Homes	5.1
15	1001 Home Ideas	4.7
16	Sunset	3.6
17	Better Homes & Gdns.	-4.6
18	House & Garden	-10.8
19	Americana	n.e.*

Avg. Total Pgs./Copy
(ad pages + edit. pages)

1	Architectural Digest	252
2	Southern Living	237
3	Sunset	235
4	Better Homes & Gdns.	201
5	House & Garden	179
6	House Beautiful	165
7	Country Living	147
8	Organic Gardening	141
9	Colonial Homes	133
10	Metropolitan Home	132
11	The Family Handyman	131
12	Home Magazine	116
13	New Shelter	96
14	Early American Life	93
15	Flower & Garden	90
16	Americana	n.e.*
17	Country Journal	n.e.*
18	Houston Home & Gdn.	n.e.*
19	1001 Home Ideas	n.e.*

Avg. Edit. Pgs./Copy

1	Southern Living	116
2	Architectural Digest	115
3	Sunset	106
4	Country Living	102
5	House & Garden	99
6	Home Magazine	90
7	Better Homes & Gdns.	87
8	House Beautiful	81
9	Organic Gardening	74
10	Colonial Homes	66
11	Metropolitan Home	65
12	The Family Handyman	63
13	Early American Life	58
14	New Shelter	52
15	Flower & Garden	45
16	Americana	n.e.*
17	Country Journal	n.e.*
18	Houston Home & Gdn.	n.e.*
19	1001 Home Ideas	n.e.*

*n.e. = not estimated

(Advertisement)

Changing Times readers manage to get the most out of life.

*In fact, our index of readers who've done home remodeling is higher than BH&G, House Beautiful and Metropolitan Home.**

*1983 Spring MRI

Meet four of these readers on Page 661.

Figures are FOLIO estimates for the calendar year 1982.

Home service (continued)

Avg. Subscrip. Circ.

1	Better Hms. & Gdns.	7,475,859
2	Southern Living	2,002,285
3	Sunset	1,318,905
4	Organic Gardening	1,307,802
5	1001 Home Ideas	1,094,922
6	The Fmly. Handyman	1,055,556
7	House & Garden	654,801
8	Metropolitan Home	632,007
9	Flower & Garden	578,590
10	House Beautiful	571,705
11	New Shelter	570,923
12	Home Magazine	495,363
13	Country Living	449,496
14	Architectural Digest	436,279
15	Colonial Homes	394,293
16	Early American Life	289,178
17	Americana	285,383
18	Country Journal	255,950
19	Houston Home & Gdn.	76,064
	Total	**19,945,361**

Subscription Growth
(1981/1982)

		(%)
1	Country Living	86.4
2	Home Magazine	79.5
3	New Shelter	28.7
4	Houston Home & Gdn.	19.9
5	Country Journal	10.0
6	Southern Living	9.3
7	Colonial Homes	8.6
8	House Beautiful	6.2
9	1001 Home Ideas	5.2
10	The Family Handyman	3.6
11	Sunset	1.5
12	Architectural Digest	1.3
13	Better Homes & Gdns.	0.9
14	Flower & Garden	0.7
15	Organic Gardening	-0.6
16	Metropolitan Home	-1.9
17	Early American Life	-3.8
18	House & Garden	-9.3
19	Americana	n.e.*

Net Chg. Subscriptns.
(1981/1982)

		(Subs.)
1	Home Magazine	219,363
2	Country Living	208,303
3	Southern Living	170,134
4	New Shelter	127,180
5	Better Homes & Gdns.	66,165
6	1001 Home Ideas	54,248
7	The Family Handyman	37,101
8	House Beautiful	33,283
9	Colonial Homes	31,238
10	Country Journal	23,183
11	Sunset	19,305
12	Houston Home & Gdn.	12,642
13	Architectural Digest	5,518
14	Flower & Garden	3,884
15	Organic Gardening	-8,046
16	Early American Life	-11,339
17	Metropolitan Home	-12,092
18	House & Garden	-67,537
19	Americana	n.e.*
	Total	**912,533**

Average Sub. Price

		($)
1	Architectural Digest	34.35
2	Southern Living	14.66
3	Early American Life	13.09
4	Country Living	12.17
5	House Beautiful	12.00
6	1001 Home Ideas	11.52
7	Country Journal	11.46
8	Organic Gardening	11.31
9	House & Garden	10.54
10	Houston Home & Gdn.	10.20
11	Sunset	10.09
12	Colonial Homes	10.01
13	Home Magazine	9.99
14	New Shelter	9.61
15	Americana	9.38
16	The Family Handyman	9.36
17	Metropolitan Home	7.83
18	Better Homes & Gdns.	7.54
19	Flower & Garden	4.43

Sub. Revenue

		($000)
1	Better Homes & Gdns.	56,345
2	Southern Living	29,346
3	Architectural Digest	14,987
4	Organic Gardening	14,791
5	Sunset	13,311
6	1001 Home Ideas	12,610
7	The Family Handyman	9,843
8	House & Garden	6,904
9	House Beautiful	6,861
10	New Shelter	5,487
11	Country Living	5,472
12	Metropolitan Home	4,948
13	Home Magazine	4,946
14	Colonial Homes	3,945
15	Early American Life	3,786
16	Country Journal	2,933
17	Americana	2,678
18	Flower & Garden	2,564
19	Houston Home & Garden	775
	Total	**202,532**

Sub. Rev. Growth
(1981/1982)

		(%)
1	Country Living	186.0
2	Home Magazine	79.0
3	Metropolitan Home	40.9
4	House Beautiful	37.9
5	New Shelter	35.1
6	The Family Handyman	33.0
7	Flower & Garden	27.7
8	Southern Living	17.2
9	Organic Gardening	10.7
10	Early American Life	7.1
11	1001 Home Ideas	5.0
12	Architectural Digest	3.0
13	Sunset	-0.9
14	Country Journal	-1.2
15	Houston Home & Gdn.	-4.0
16	Colonial Homes	-5.1
17	House & Garden	-5.7
18	Better Homes & Gdns.	-11.1
19	Americana	n.e.*

Newsstand Revenue

		($000)
1	Better Homes & Gdns.	8,925
2	Architectural Digest	6,299
3	House & Garden	6,292
4	Country Living	5,884
5	House Beautiful	4,915
6	Southern Living	3,139
7	Colonial Homes	3,137
8	Sunset	1,637
9	Metropolitan Home	1,344
10	1001 Home Ideas	1,102
11	Home Magazine	1,090
12	The Family Handyman	750
13	Country Journal	470
14	New Shelter	451
15	Houston Home & Gdn.	403
16	Early American Life	310
17	Organic Gardening	263
18	Americana	221
19	Flower & Garden	90
	Total	**46,722**

Nwstd. Rev. Growth
(1981/1982)

		(%)
1	Organic Gardening	100.5
2	Early American Life	78.3
3	Country Living	44.7
4	Flower & Garden	40.0
5	The Family Handyman	32.5
6	Southern Living	20.9
7	Country Journal	12.9
8	House Beautiful	7.5
9	New Shelter	3.9
10	Colonial Homes	3.0
11	House & Garden	0.5
12	Architectural Digest	0.4
13	Houston Home & Gdn.	-6.3
14	Better Homes & Gdns.	-6.6
15	Sunset	-7.1
16	Metropolitan Home	-12.3
17	Home Magazine	-17.2
18	1001 Home Ideas	-18.9
19	Americana	n.e.*

*n.e. = not estimated

Other Subscriber Research: Subscriber—Globe Research Inc. Sample size: 1165, 1982. Home Furnishing Study & Liquor Study—Response Innovations Inc., 1981.

Subscriber Demographics:
- •Conducted by: Globe Research
- •Date: May 1982
- •Sample Size: 1000
- •Cooperation/Return rate: 60%
- •Data collection method: Mail

A. Age Breakdown:

18-24	1.9%
25-34	12.5%
35-44	18.4%
45-54	20.7%
55 +	46.6%
Median Age	51.3

B. Male/Female Composition:

Male	23%
Female	77%

C. Household Income:

Under $10,000	5.3%
$10,000-14,999	6.9%
$15,000-19,999	9.8%
$20,000-24,999	12.8%
$25,000-34,999	18.1%
$35,000-49,999	22.0%
$50,000 +	25.0%

D. Occupation:

Mgr./Admin.	21.9%
Prof./Tech.	33.2%
Cler./Sales	25%
Not Emp.	42%

E. Educational Level:

Not H.S. Grad.	2.6%
H.S. Grad.	24.7%
1-3 Yrs. College	29.4%
College Grad.	21.4%
Post Grad.	21.9%

F. Purchasing and Ownership Indicators:
- •23% hold a valid passport.
- •21% own a second home.
- •80% decorate with traditional styles
- •53% visited museums in the past year.
- •48% went to art galleries
- •77% bought cars new.
- •86% own a domestic automobile.
- •30,000 responded to travel information offered in the magazine in the past 12 months.

Architectural Digest

Knapp Communications Corp.
5900 Wilshire Boulevard
Los Angeles, California 90036
(213) 937-4740
Published monthly

Publisher: George Oestreich, Jr.
Advertising Director: Michael C. Stanke
Other Key Contacts: Betty Bartol Western Advertising Director; Frank C. Neiman Mid-Western Advertising Director; Jeffrey Petersen, Eastern Advertising Director

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain

Avg. Newstnd. Circ. (copies sold/issue)	
1 Better Hms. & Gdns.	594,984
2 House & Garden	349,556
3 Country Living	301,755
4 House Beautiful	273,079
5 Colonial Homes	201,092
6 Architectural Digest	126,172
7 Southern Living	121,681
8 Sunset	105,737
9 Metropolitan Home	84,000
10 The Family Handyman	49,000
11 1001 Home Ideas	47,076
12 Home Magazine	46,583
13 New Shelter	32,706
14 Country Journal	26,089
15 Early American Life	24,331
16 Americana	18,864
17 Houston Home & Gdn.	16,795
18 Organic Gardening	14,591
19 Flower & Garden	9,952
Total	**2,444,043**

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 Organic Gardening	79.9
2 Early American Life	68.0
3 The Family Handyman	29.8
4 Country Journal	12.8
5 Southern Living	9.7
6 New Shelter	1.8
7 Colonial Homes	-0.9
8 Architectural Digest	-5.4
9 Flower & Garden	-6.0
10 Houston Home & Gdn.	-6.3
11 Better Homes & Gdns.	-6.6
12 Sunset	-9.9
13 House Beautiful	-10.4
14 Country Living	-13.2
15 House & Garden	-16.3
16 Home Magazine	-17.2
17 Metropolitan Home	-17.8
18 1001 Home Ideas	-25.7
19 Americana	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 The Family Handyman	11,257
2 Southern Living	10,731
3 Early American Life	9,849
4 Organic Gardening	6,481
5 Country Journal	2,959
6 New Shelter	564
7 Americana	0
8 Flower & Garden	-632
9 Houston Home & Gdn.	-1,137
10 Colonial Homes	-1,910
11 Architectural Digest	-7,241
12 Home Magazine	-9,698
13 Sunset	-11,668
14 1001 Home Ideas	-16,260
15 Metropolitan Home	-18,138
16 House Beautiful	-31,631
17 Better Homes & Gdns.	-42,186
18 Country Living	-45,772
19 House & Garden	-67,938
Total	**-212,370**

Avg. Nwstd. Price	($)
1 Architectural Digest	4.16
2 Colonial Homes	2.60
3 Early American Life	2.13
4 Southern Living	2.10
5 Houston Home & Gdn.	2.00
6 Americana	1.95
7 Country Living	1.95
8 Home Magazine	1.95
9 1001 Home Ideas	1.95
10 Better Homes & Gdns.	1.54
11 Country Journal	1.50
12 The Family Handyman	1.50
13 Flower & Garden	1.50
14 House & Garden	1.50
15 House Beautiful	1.50
16 New Shelter	1.50
17 Organic Gardening	1.50
18 Metropolitan Home	1.33
19 Sunset	1.29

*n.e. = not estimated

frequently and buy the highest quality fashions and fragrances.

Member: ABC
Rate Information:
Rates as of rate card No.40, dated 1/83.

Freq.	BW	4C
1X	12,615	18,930
6X	11,860	17,795
12X	11,100	16,660

Rate Base: 600,000 as of 1/83.

Advertising Data:
- 73.7% of all space is run in full color.

Networks through which publicaiton is available: The Knapp Group: Architectural Digest, Bon Appetit, Geo and Home Magazines.

Special rate cards available: Retail and Trade.

Demographic or Regional Editions: Monthly California edition, rate base 115,00

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Household furn.	533.46	32.8%
2. Retail/direct by mail	334.23	20.5%
3. Building material	115.36	7.0%
4. Automotive	107.39	6.6%
5. Alcohol	94.89	5.8%
All others	439.47	27.3%
Total Ad Pages	1624.8	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home furnishing	774.1	56.0%
2. Building	182.4	13.2%
3. Culture	179.9	13.0%
4. Gardening	136.5	9.9%
All others	110.0	7.9%
Total Edit. Pages	1383.0	100%

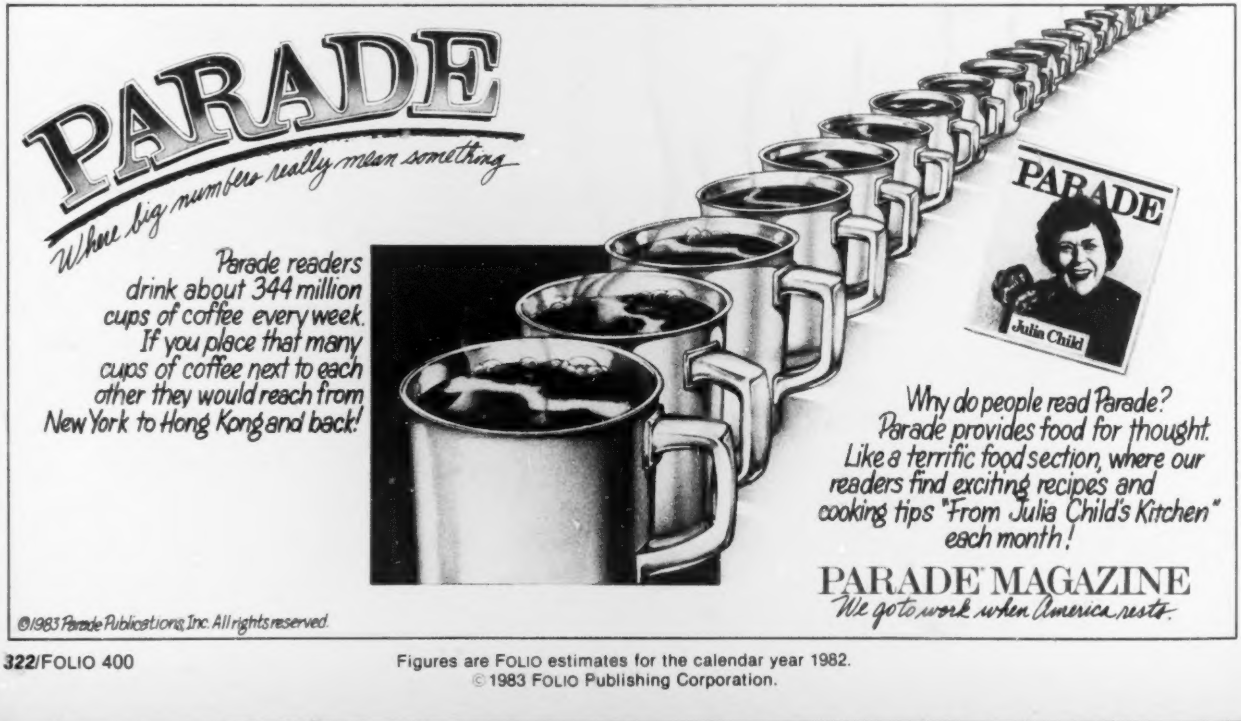
Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 54/46

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau
- Date: July 1981
- Sample size: 2,000
- Cooperation/Return rate: 62.7%
- Data collection method: Mail

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
Where big numbers really mean something
Parade readers drink about 344 million cups of coffee every week. If you place that many cups of coffee next to each other they would reach from New York to Hong Kong and back!
PARADE
Julia Child
Why do people read Parade? Parade provides food for thought. Like a terrific food section, where our readers find exciting recipes and cooking tips "From Julia Child's Kitchen" each month!
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications, Inc. All rights reserved.

A. Age Breakdown:

18-24	3.0%
25-34	22.2%
35-44	25.2%
45-54	20.7%
55+	28.8%
Median Age	44.7

B. Male/Female Composition:

Male	32%
Female	68%

C. Household Income:

Under $10,000	.5%
$10,000-14,999	2.1%
$15,000-19,999	4.0%
$20,000-34,999	13.9%
$35,000-49,999	18.3%
$50,000+	61.3%
Median Income	$63,242

D. Occupation:

Mgr./Admin.	23.0%
Prof/Tech	23.1%
Cler/Sales	13.2%
Other Emp.	3.2%
Not Emp.	34.3%

E. Educational Level:

Not H.S. Grad.	.9%
H.S. Grad.	14.8%
1-3 Yrs. College	26.8%
Coll. Grad.	24.5%
Post Grad.	40.0%

F. Purchasing and Ownership Indicators:
- 84.7% collect art and antiques.
- 31.7% own 2+ homes.
- Median value principal home: $169,405.
- 51.4% redecorated in the past 6 months.
- 43.7% entertain 3+ times per month at home.
- 23.2% bought wine by case in the past year.
- 34.8% took 3+ foreign trips in the past 3 years.
- 26.6% purchased 3+ antiques in the past year.
- 45.8% own/lease an imported car.
- 80.0% households own 1 or more cars bought new.

Better Homes and Gardens

Meredith Corporation
1716 Locust Street
Des Moines, Iowa 50336
(515) 284-3000
Published monthly

Publisher: J. Wesley Silk
Advertising Director: Lennox E.H. Stuart
Other key contacts: Al Ney, Director of Publishing Services

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new-product information and shopping.

Member: ABC, PIB, MPA
Rate Information:
Rates as of rate card No.83, dated 9/82.

Freq.	BW	4C
1X	65,300	78,985
6X	62,035	75,036
12X	58,117	70,297

Rate Base: 8,000,000.

Advertising Data:
- 75% of all advertising space is full page ads.
- 90.4% of all space is run in full color.

Demographic or Regional Editions: Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Denver, Detroit, Hartford/New Haven, Indianapolis, Kansas City, Los Angeles, Memphis, Miami, Milwaukee, Minneapolis/St. Paul, New Orleans, New York, Philadelphia, Phoenix, Pittsburgh, Portland, Rochester, Sacramento, San Diego, San Francisco/Oakland, Seattle/Tacoma, St. Louis, Tampa, Washington, D.C. and all four marketing areas in Texas.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food/food products	338.20	25.3%
2. Cigarettes/tobacco	190.56	14.3%
3. Household furnishing	140.83	10.5%
4. Retail/direct by mail	114.55	8.6%
5. Household equip./sup.	78.69	5.9%
All others	472.68	35.4%
Total Ad Pages	1335.51	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home furn./mgmt.	295.3	28.3%
2. Food/nutrition	258.3	24.8%
3. Building	114.1	10.9%
4. Garden/farm	82.5	7.9%
5. Travel/transportation	59.7	5.7%
All others	233.7	22.4%
Total Edit. Pages	1043.6	100%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 58/42

Market Research Available: Home Furnishings Inquiry, May 1982, magazine staff conducted, sample size 500; Food Inquiry, May 1982, magazine staff conducted, sample size 500.

Syndicated Research: MRI

Subscriber Demographics:
- Conducted by: Winona
- Date: November 1981
- Sample size: 5,000
- Cooperation/Return rate: 54.9%
- Data collection method: Mail

A. Age Breakdown:

18-24	3.6%
25-34	27.3%
35-44	19.7%
45-49	8.3%
50-64	29.0%
65+	12.1%
Median Age	43.7

B. Household Income:

Under $10,000	6.4%
$10,000-14,999	9.6%
$15,000-19,999	10.1%
$20,000-24,999	15.1%
$25,000-34,999	25.6%
$35,000-49,999	18.8%
$50,000+	14.4%
Median Income	$28,426

C. Occupation: Based on Female Heads of House

Mgr../Admin.	21.7%
Prof./Tech.	2.7%
Cler./Sales	18.6%
Other Emp.	8.9%
Not Emp.	48.1%

D. Educational Level:

Not H.S. Grad.	7.7%
H.S. Grad.	33.4%
1-3 Yrs. College	31.2%
Coll. Grad.	15.0%
Post Grad.	12.7%

F. Purchasing and Ownership Indicators:
- 90.8% own home.
- 67.0% own 2+ cars.
- 19.4% own 3+ cars.
- 72.9% own automatic dishwasher.
- 40.7% own microwave ovens.
- 67.2% own separate freezers.
- 35.1% own food processors.

Blair & Ketchum's Country Journal

Country Journal Publishing Co
205 Main Street
Box 817
Brattleboro, Vermont 05301
(802) 257-1321
Published monthly

Publisher: William S. Blair
Advertising Director: Steven C. Lembke

Editorial Description: Blair & Ketchum's Country Journal is a magazine about country living written with today's active homeowner in mind. Primarily directed at residents of the northeast, Country Journal publishes practical articles about gardening, raising livestock, heating and wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC, MPA

Colonial Homes

Hearst Corporation
1700 Broadway
New York, New York 10019
(212) 903-5400
Published six times a year.

Publisher: Russell S. Jackson
Advertising Director: T.R. Shepard III

Editorial Description: Colonial Homes is a shelter magazine closely focused on the homes, furnishings and amenities of our colonial tradition. Colonial editorial environment coverage of the many facets of traditional living from pure appreciation to the hands-on practicality of remodeling decorating and furnishing. Colonial Homes editorial combines the traditions of yesterday with the needs and desires of today.

Member: ABC
Rate Information:
Rates as of rate card No.107, dated 3/83.

Freq.	BW	4C
1X	10,830.00	14,995
6X	9,747.00	13,495.50
12X	8,772.30	12,145.95

Rate Base: 500,000 as of 3/1/83.

Advertising Data:
- 31% of all advertising space is full page ads.
- 31% of all space is run in full color.
- 12% advertisers placed 1/6 or more in 1982.
- 13% advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Hearst Corporate Buy (supplemental), Hearst Gold Buy.

Figures are FOLIO estimates for the calendar year 1982.

Special rate cards available: Retail and Mail Order.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Shopping Guide	122.05	30%
2. Household Furnishings	60.97	15%
3. Retail/Direct Mail	25.16	6%
4. Floor Coverings	23.51	6%
5. Building/Hardware Tools	20.39	5%
All others	149.82	38%
Total Ad Pages	401.9	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home Furnishings	402.7	57.8%
2. Building	135.9	19.5%
3. Food & Nutrition	37.3	5.4%
4. Travel/Transportation	34.1	4.9%
5. Culture/Humanities	33.2	4.8%
All others	53.9	7.8%
Total Edit. Pages	697.1	100.0%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
- Conducted by: SMRB
- Date: May 1982
- Sample size: 3,800 (1,600 subscribers, 2,200 newsstand inserts)
- Cooperation/Return rate: 52%
- Data collection method: Mail

A. Age Breakdown:

18-24	4.1%
25-34	27.7%
35-44	27.5%
45-54	20.0%
55+	20.7%
Median Age	41.1

B. Male/Female Composition:

Male	14.8%
Female	85.2%

C. Household Income:

Under $10,000	1.4%
$10,000-14,999	4.4%
$15,000-19,999	7.0%
$20,000-24,999	9.6%
$25,000-34,999	19.6%
$35,000-49,999	26.8%
$50,000+	31.4%
Median Income	$39,550

D. Occupation:

Mgr. /Admin.	7.2%
Prof/Tech	17.4%
Cler/Sales	16.1%
Other Emp.	18.9%
Not Emp.	40.0%

E. Educational Level:

Not H.S. Grad.	2.7%
H.S. Grad.	23.9%
1-3 Yrs. College	27.0%
Coll. Grad.	20.3%
Post Grad.	26.1%

F. Purchasing and Ownership Indicators:
- 94.3% own a home.
- $113,090 average home value.
- 37.7% own a second home.
- 52.2% collect antiques.
- 96.0% entertained in the last month.
- 32% plan to buy furniture in the next year.
- 92% ordered through mail in the last year.

Country Living

Hearst Corporation
224 West 57th Street
New York, New York 10019
(212) 262-5700
Published monthly

Publisher: Ron Galotti
Advertising Director: Mike Romano

Editorial Description: Country Living is a home service lifestyle magazine edited for country, suburban or city dwellers, who want to recreate the warmth and charm of a country lifestyle. Articles range from furnishing with antiques and reproductions to buying an old home or building a new home to installing a wood-burning stove. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.

Member: ABC
Rate Information:
Rates as of rate card No. 5, dated 7/82.

Freq.	BW	4C
1X	11,625.00	15,915.00
6X	10,695.00	14,641.80
12X	9,881.25	13,527.75

Rate Base: 750,000 as of 7/82.

Advertising Data:
- 80% of all advertising space is full page ads.
- 71% of all space is run in full color.
- 131 advertisers placed 1/6 pg. or more in 1982.
- 33 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Hearst Corporate Buy.

Special rate cards available: Mail order rates are 15% discount from open display rates.

Demographic or regional editions: Special accomodations available upon request.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Direct Mail	177.00	39.8%
2. Smoking Materials	83.00	18.6%
3. Floor Coverings	25.30	5.7%
4. Stoves & Ranges	23.30	5.2%
5. Building Materials	14.40	3.2%
All Others	122.65	27.5%
Total Ad Pages	445.65	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home Furnishings	515.9	50.4%
2. Building	182.6	17.8%
3. Food & Nutrition	114.4	11.2%
4. Miscellaneous	71.2	7.0%
5. General Interest	49.5	4.9%
All others	89.8	8.8%
Total Edit Pages	1023.4	100.0%

Primary SRDS Classification No.: 24

Average Ad/Edit Ratio: 32/68

Syndicated Research: Simmons and MRI.

Subscriber Demographics:
- Conducted by: SMRB
- Date: Spring 1981
- Sample Size: 2,278 newsstand, 800 subscribers
- Cooperation/Return rate: 44.6% newsstand, 76.3 subscribers
- Data collection method: Mail

A. Age Breakdown:

18-24	7.9%
25-34	36.2%
35-44	24.6%
45-54	15.9%
55+	15.4%
Median Age	37.2

B. Male/Female Composition:

Male	20%
Female	80%

C. Household Income:

Under $10,000	4.4%
$10,000-14,999	6.9%
$15,000-19,999	10.3%
$20,000-24,999	14.9%
$25,000-34,999	28.4%
$35,000-49,999	20.1%
$50,000+	15.3%
Median Income	$29,831

D. Occupation:

Mgr./Prof.	52.5%
Cler./Sales	15.8%
Other Emp.	31.7%
Not Emp.	11.7%

E. Educational Level:

Not H.S. Grad.	6.2%
H.S. Grad.	31.7%
1-3 Yrs. College	19.4%
College Grad.	36.2%
Post Grad.	16.6%

F. Purchasing and Ownership Indicators:
- 86.7% own a home.
- 99% own or lease a car.
- 84% entertained an average of 34 people in the past 3 months.
- 1 out of 3 made an average of 2.3 major expenditures in the past year.
- 83% did an average of 4 household projects in the past year.
- 45% made major home improvements in the past year.
- 64.4% plan to make home improvements in the next year.

Early American Life

Historical Times, Inc.
2245 Kohn Road
Harrisburg, PA 17105
(717) 657-9555
Published 6 times per year

Business Manager: Wayne Armentrout
Advertising Director: Leonard Levine
Other Key Contacts: Kathy Read, Advertising Manager

Editorial Description: Early American Life features articles on subjects relating to the arts, crafts, furnishings, and architecture of the 17th, 18th and 19th centuries, and on modern interpretations of the life and style of those times for those who wish to restore, decorate or build in early American style. Antiques, restoration and refinishing, travel to historic sites, cooking and recipes of the period as well as social history are featured.

Member: ABC
Rate Information:
Rates as of rate card No. 11, dated 1/83.

Freq.	BW	4C
1X	6,750	9,200
6X	5,405	8,035

Rate Base: 325,000 as of 1/83.

Figures are FOLIO estimates for the calendar year 1982.

Network or Combination Buys: Historical Times Magazine Group.

Special rates available: Mail order, classified, and classified display.

Top Editorial Categories:

	Ad Pgs.	Pct.
1. Home Furnishings	74.51	21.4%
2. Building/Remodeling	68.24	19.6%
3. Travel	53.96	15.5%
4. Food	53.27	15.3%
5. Antiques	37.60	10.8%
6. All others	60.61	17.4%
7. Total Edit Pages	348.19	100. %

Primary SRDS Classification No.: 24

Average Ad/Edit Ratio: 40/60

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau
- Date: December 1981
- Sample size: 1400
- Cooperation/Return rate: 57.8%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.2%
25-34	20.7%
35-44	21.0%
45-54	21.0%
55 +	35.2%
Median Age	48

B. Male/Female Composition:

Male	24.8%
Female	75.2%

C. Household Income:

Under $10,000	4.5%
$10,000-14,999	6.2%
$15,000-19,999	9.0%
$20,000-24,999	11.5%
$25,000-34,999	27.8%
$35,000-49,999	22.5%
$50,000 +	18.5%
Median Income	32.4

D. Occupation:

Prof/Tech	30.5%
Cler/Sales	15.6%
Other Emp.	3.0%
Not Emp.	42.3%

E. Educational Level:

Not H.S. Grad.	2.5%
H.S. Grad.	35.6%
1-3 Yrs. College	24.8%
Coll. Grad.	17.0%
Post Grad.	20.1%

F. Purchasing and Ownership Indicators:
- 92.6% ordered products by mail ir the past 12 months.
- 79.3% entertained at home in the past 3 months.
- 85.8% took a domestic trip in the last 12 months.
- 87.8% own home; mean value $87,700.
- 21.1% own second residence.
- 54.0% plan additions to living quarters in the next 12 months.
- 43.9% purchased antiques.
- 88.1% save issues.
- 68.0% attended auctions.

The Family Handyman

The Webb Company
199 Shepard Road
St. Paul, Minnesota 55116
(612) 690-7328
Published ten times a year

Publisher: Howard Jones
Advertising Director: Greg Carey

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement and home management. Major editorial categories include home remodeling, repair and maintenance, energy efficiency, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto maintenance, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Editor's Tests, Technical Questions and Answers, Hints, Tips on Using Tools, Innovative House Plans and Product Reports.

Member: ABC
Rate Information:
Rates as of rate card No.47, dated 2/83.

Freq.	BW	4C
1X	11,685	16,780
6X	10,995	15,775
12X	10,175	14,600

Rate Base: 1,100,000 as of 2/83.

Advertising Data:
- 20.5% of all advertising space is full page ads.
- 16.1% of all space is run in full color.
- 299 advertisers placed 1/6 or more in 1982.
- 78 advertisers ran 6X or more in 1982.

Special rates available: Mail Order.

The Family Handyman is available in custom geographic buys in any selection of 3-digit zips, cities, ADI's, counties or states.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Retail & Direct Mail	208.3	30.5%
2. Tools	77.7	11.4%
3. Building Material	60.1	8.8%
4. Tobacco	53.6	7.8%
5. Gardening	53.2	7.8%
All others	230.2	3.4%
Total Ad Pages	683.1	30.3%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Bldg/Remodel/Home Furnishing	273.7	43.6%
2. Decorating	124.7	19.9%
3. Gardening	101.2	16.1%
4. Automotive	27.6	4.4%
5. General Interest	26.7	4.3%
All others	73.6	11.7%
Total Edit. Pages	627.5	100.0%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 52/48

Subscriber Demographics:
- Conducted by: Stephen K. Plasman & Assoc.
- Date: November, 1981
- Sample size: 2,000
- Cooperation/Return rate: 61%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.9%
25-34	28.2%
35-49	27.6%
50-64	28.4%
65 +	12.9%
Median Age	42

B. Male/Female Composition:

Male	81.0%
Female	19.0%

C. Household Income:

Under $10,000	3.8%
$10,000-14,999	15.2%
$15,000-19,999	13.5%
$20,000-24,999	20.0%
$25,000-34,999	36.3%
$35,000-49,999	36.3%
$50,000 +	6.3%
Median Income	$24,873

D. Occupation:

Mgr. /Admin.	12.9%
Prof/Tech	28.2%
Cler/Sales	5.4%
Other Emp.	29.9%
Not Emp.	2.1%

E. Educational Level:

Not H.S. Grad.	12.1%
H.S. Grad.	33.3%
1-3 Yrs. College	24.8%
Coll. Grad.	19.8%
Post Grad.	9.8%

F. Purchasing and Ownership Indicators:
- Do-It-Yourself Projects Completed
- 81.3% Interior Painting
- 69.1% Landscaping
- 68.7% Plumbing
- 59.4% Electrical
- 57.3% Wall Coverings
- 54.7% Refinished Furniture
- 34.5% Remodeled Bathroom
- 28.7% Add Patio or Deck
- 26.8% Build Furniture
- 26.3% Installed Carpet

Flower & Garden Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, Missouri 64111
(816) 531-5730
Published bi-monthly

Publisher: John E. Tillotson II
Advertising Director: Bradford B. Reynolds
Other key contacts: John E. Tillotson III, Assistant Publisher

Editorial Description: Flower and Garden editorial takes on a how-to gardening approach concentrating on upkeep, planting problems, tree, shrub, lawn, flower and vegetable growing, indoor plant interests, specialty plant hobbies, flower arranging and other creative activities related to horticulture.

Member: ABC, MPA
Rate Information:
Rates as of rate card No.19A, dated 1/82.

Freq.	BW	4C
1X	4,495	6,290
6X	4,090	5,598
6 issues	3,821	5,347
12X	3,821	5,221

Rate Base: 600,000 as of 1/82.

Figures are FOLIO estimates for the calendar year 1982.

Advertising Data:
- 25% of all advertising space is full page ads.
- 20% of all space is run in full color.

Demographic or Regional Editions: Contact Publisher

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Plants/seeds for sale	97.2	36.5%
2. Non-power lawn & garden products	66.0	13.0%
3. Home mail order	34.5	13.0%
4. Garden power equip.	26.4	9.9%
All others	42.2	15.8%
Total Ad Pages	266.3	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. How-to-grow plants, seed news	148.3	54.5%
2. Garden equip. news	53.3	19.7%
3. Garden prod. use tests	34.6	12.7%
4. Gardening instruction	21.4	7.9%
All others	14.1	5.2%
Total Edit. Pages	271.9	100%

Primary SRDS Classification No.: 21

Average Ad/Edit. Ratio: 50/50

Market Research Available: 'The Gardening Market,'' July 1982, Home Arts Research Company, sample size 800.

Subscriber Demographics:
- Conducted by: Home Arts Research Co.
- Date: July 1982
- Sample size: 800
- Cooperation/Return rate: 62.8%
- Data collection method: Mail

A. Age Breakdown:

18-24	1.3%
25-34	13.3%
35-44	14.8%
45-54	19.4%
55 +	51.0%
Median Age	55.5

B. Male/Female Composition:

Male	27.4%
Female	72.9%

C. Household Income:

Under $10,000	13.9%
$10,000-14,999	13.9%
$15,000-19,999	9.0%
$20,000-24,999	13.7%
$25,000-34,999	21.6%
$35,000-49,999	21.8%
Median Income	$23,731

D. Occupation:

Mgr. /Admin.	8.4%
Prof./Tech.	18.0%
Cler./Sales	10.4%
Other Emp.	12.0%
Not Emp.	41.2%

E. Educational Level:

Not H.S. Grad.	14.2%
H.S. Grad.	38.2%
1-3 Yrs. College	20.0%
Coll. Grad.	18.2%
Post Grad.	14.3%

F. Purchasing and Ownership Indicators:
- 99% are involved in home gardening.
- 96% shop at garden centers.
- 76% shop by mail.
- Average lot size–1.12 acres.
- 89% own an average of 19 indoor plants.
- 14% own greenhouses.
- 88% own non-riding power mowers.
- 80% have patios.
- 70% took vacations averaging 1.4 weeks.
- 53% own 35mm cameras.

Home

Knapp Communications Corporation
600 Madison Avenue
New York, New York 10022
(212) 688-9105
Published monthly

Publisher: Thomas A. Wolf
Associate Publisher: George C. Fields

Editorial Description: Home provides information and practical ideas for upscale homeowners planning to remodel an existing home or build a new one. The emphasis is on the physical aspects of home enhancement: building, remodeling, adding on, decorating, choosing furnishings, energy efficiency and landscaping. Each issue has photography show-

When you're haute, you're hot.
FOOD&WINE™
AMERICAN EXPRESS

And *Food & Wine* is very hot. In fact, we're the fastest growing magazine in circulation and advertising in our field. What's the recipe? An approach to fine dining and good living that suits American tastes to a "T." For more delicious details, contact Geff Booth, V.P., Ad. Director, 1120 Ave. of the Americas, New York, N.Y. 10036, (212) 382-5628. **Food & Wine. The guide to good taste.**

ing interior and exterior home improvements; before and after comparisons; design tips on color, lighting and products to enhance inner space. Advice on working with architects, contractors and other professionals is regularly included. Monthly departments deal with news and financial information; product information, how-to projects, direct response products; new home plans, and listings of brochures and product literature available from manufacturers.

Member: ABC
Rate Information:
Rates as of rate card No.29, dated 1/83.

Freq.	BW	4C
1X	8,210	10,930
6X	7,635	10,165
12X	6,980	9,290

Rate Base: 500,000 as of 1/82.

Advertising Data:
- 45% of all advertising space is full page ads.
- 70% of all space is run in full color.
- 100% advertisers placed 1/6 or more in 1982.
- 45% advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Knapp Communications Combination Discounts (Architectural Digest, Bon Appetit, Geo). Please contact publisher. Also-Combination discount available in conjunction with Best Selling Home Plans.

Special rate cards available: Direct-Response Rate Card

Demographic or Regional Editions: Please contact Publisher

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Building materials/ equip. & fixtures	148.41	47.9%
2. Household furnishings	53.41	17.2%
3. Cigarettes/tobacco/ access	34.50	11.1%
4. Household equip./ supplies	22.98	7.4%
5. Publishing/media	16.07	5.2%
All others	34.40	11.2%
Total Ad Pages	309.77	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Bldg. Mat. Maint.	364.6	33.8%
2. Architecture	228.5	21.2%
3. Appliances/housewares	148.6	13.8%
4. Decor./furnishings	139.7	12.9%
5. Garden/flowers	56.2	5.2%
All others	142.5	13.1%
Total Edit. Pages	1080.1	100%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 30/70

Other Subscriber Research: Survey of Plans Buyers, July 1982, Signet Research Inc., sample size 1,000.

Subscriber Demographics:
- Conducted by: Globe Research Corp.
- Date: July 1982
- Sample size: 2,000
- Cooperation/Return rate: 71.4%
- Data collection method: Mail

A. Age Breakdown:

18-24	4.6%
25-29	14.1%
30-34	19.8%
35-39	14.0%
40-44	10.1%
45-49	10.3%
50-54	9.8%
55 +	17.2%
Median Age	39.1

B. Male/Female Composition:

Male	40%
Female	60%

C. Household Income:

Under $15,000	3.5%
$15,000-19,999	6.6%
$20,000-24,999	7.6%
$25,000-29,999	11.8%
$30,000-39,999	23.6%
$40,000-49,999	18.3%
$50,000 +	28.6%
Median Income	$38,700

D. Occupation:

Mgr. ./Admin.	13.7%
Prof./Tech.	31.4%
Cler./Sales	12.4%
Other Emp.	17.2%
Not Emp.	1.1%

E. Educational Level:

Not H.S. Grad.	3.6%
H.S. Grad.	31.5%
1-3 Yrs. College	24.6%
Coll. Grad.	22.1%
Post Grad.	18.1%

F. Purchasing and Ownership Indicators:
- 88% own current residence.
- 88.1% will make home improvements in the next 12 months.
- $4,270 is mean amount they plan to spend on improvements.
- 20.3% own second home.
- 24.2% plan to buy a car in the next 12 months.
- 83.6% bought through the mail in the past 12 months.
- 20.2% will remodel kitchen in the next 12 months.
- 19.6% will remodel bathroom in the next 12 months.
- 30.7% plan to buy new appliances in the next 12 months.
- 56.3% plan to build a new home- 25% if them within the next 5 years.

House & Garden

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 800-8800
Published monthly

Publisher: William F. Bondlow, Jr.
Advertising Director: Donald J. Kilmartin

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC
Rate Information:
Rates as of rate card No.62, dated 1/83.

Freq.	BW	4C
1X	12,100	16,575
6X	11,373	15,580
12X	10,650	14,585

Rate Base: 550,000 as of 1/83.

Advertising Data:
- 70% of all advertising space is full page ads.
- 60% of all space is run in full color.

Networks or combination buys through which publication is available: The Conde Nast Limited.

Special rate cards available: Trade and Retail.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Household furnishing	220	23%
2. Retail	203	21%
3. Smoking	127	13%
4. Building materials	74	8%
5. Beauty	54	6%
All others	287	29%
Total Ad Pages	965	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home furnishing	525	44%
2. Building	143	12%
3. Gardening	129	11%
4. Food	127	11%
5. Culture/humanities	73	6%
All others	191	16%
Total Edit. Pages	1188	100%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 46/54

House Beautiful

Hearst Corporation
1700 Broadway
New York, New York 10019
(212) 903-5000
Published monthly

Publisher: D. Claeys Bahrenburg
Advertising Director: David Moore
Other key contacts: Thomas R. Troland, Marketing Services Director; Deborah Elliot Brown, Home Furnishings Director

Editorial Description: House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advance design concepts to practical home planning and maintenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Member: ABC
Rate Information:
Rates as of rate card No.46, dated 10/82.

Freq.	BW	4C
1X	19,050	21,750
6X	18,097.50	20,662.50
12X	16,192.50	18,487.50

Rate Base: 800,000 as of 2/83.

Networks or combination buys through which publication is available: Magazine Networks, Hearst Corporate Buy, Hearst Gold Power Package.

Special rate cards available: Mail order and Retail, hotel, travel and nursery

Demographic or Regional Editions: Six Regionals available

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Retail/direct mail	289.45	29.0%
2. Home furnishings	257.47	25.8%
3. Smoking materials	110.95	11.0%
4. Building materials	71.66	7.2%
5. Beer/wine/liquor	29.57	3.0%
All others	240.61	24.0%
Total Ad Pages	999.71	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Decorating	209.5	21.5%
2. Food/nutrition	125.7	12.9%
3. Architecture	101.6	10.4%
4. Furniture	71.4	7.3%
5. Gardening	66.6	6.8%
All others	401.3	41.1%
Total Edit. Pages	976.1	100%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 51/49

Syndicated Research: Simmons and MRI

Other Subscriber Research: Mendelsohn Survey of Markets of Affluence, (syndicated but important); PRIZM analysis of House Beautiful subscribers, distribution available.

Subscriber Demographics:
- Conducted by: Belknap Data Solutions
- Date: 1981
- Sample size: 2,000
- Cooperation/Return rate: 65.4%
- Data collection method: Mail

A. Age Breakdown:

18-34	39.7%
35-54	35.9%
55+	24.4%
Median Age	39.5

B. Male/Female Composition:

Male	10.1%
Female	89.9%

C. Household Income:

Under $15,000	10.6%
$15,000-19,999	8.6%
$20,000-24,999	12.9%
$25,000-49,999	45.0%
$50,000+	13.5%
Median Income	$32,560

D. Educational Level:

H.S. Grad.	11.7%
1-3 Yrs. College	24.0%
Coll. Grad.	86.3%
Post Grad.	24.1%

F. Purchasing and Ownership Indicators:
- Entertain guests average of 5 times a month.
- 25.8% own a microwave oven.
- 19.9% own "other" homes.
- 60.3% remodeled principal home in the past 2 years.
- 57.8% bought 1+ major appliances in the past 2 years.
- 20.0% bought fine china in the past 2 years.
- 70.2% entertained guests with meals in the past month.

Houston Home & Garden

Metro Home & Garden
2472 Bolsover
Houston, Texas 77005
(713) 524-3000
Published monthly.

Publisher: Barbara Wood
Advertising Director: Susan Deaner

Editorial Description: Houston Home & Garden is aimed at the urban woman who is interested in making her family's home a unique living environment. As a guide to contemporary city living, the magazine concentrates on various phase fashions, and trends of home interiors: design, decor, remodeling and furnishing as well as ideas on cooking and gardening. Approximately one-third of every issue is devoted to decorating with a feature home, one-third to gardening and landscaping and one-third to food, entertaining and informative lifestyle subjects. Monthly columns cover travel, books, health and home improvement products and services.

Member: ABC
Rate Information:
Rates as of rate card No. 7, dated 9/82.

Freq.	BW	4C
1X	4,050	4,950
6X	3,850	4,720
12X	3,475	4,375

Rate Base: 92,000 as of 1/82.

Advertising Data:
- 30% of all advertising space is full page ads.
- 90% advertisers placed 1/6 or more in 1982.
- 90% advertisers ran 6X or more in 1982.

Network or combination buys through which publication is available: 10% discount with Dallas/Fort Worth.

Metropolitan Home

Meredith Corporation
Locust at 17th
Des Moines, Iowa 50336
(515) 284-2267
Published monthly

Publisher: Burton H. Boersma
Advertising Director: Bob Phelps
Other key contacts: Paul E. Stuempfig, Marketing Service Director

Editorial Description: Metropolitan Home is edited for younger educated adults. The magazine's starting point is the home: its beauty, design, style, furnishings and fashion. From that vantage point, the magazine presents regular features on food, spirits and wine and creative entertaining. Attention is given to travel, automobiles and other transportation as well as to audio-visual equipment, electronics, appliances, collectibles and health and beauty. Special emphasis is focused on finding, choosing and financing equity properties: houses, condominiums, co-ops, townhouses, lofts and vacation homes.

Member: ABC
Rate Information:
Rates as of rate card No.3, dated 1/83.

Freq.	BW	4C
1X	10,770	15,450
6X	9,908	14,214
12X	8,939	12,823

Rate Base: 700,000 as of 4/81.

Advertising Data:
- 65% of all advertising space is full page ads.
- 87% of all space is run in full color.

Networks or combination buys through which publication is available: Media Networks Inc.

Special rate cards available: Mail order

Demographic or Regional Editions: New York Metro, Eastern, California

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Household furnishings	125.00	15.5%
2. Beer/wine/liquor	110.43	13.7%
3. Cigarettes/tobacco	103.85	12.9%
4. Retail/direct by mail	103.41	12.8%
5. Food/food products	73.54	9.1%
All others	290.87	36%
Total Ad Pages	807.10	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home furnishings	377.9	48.4%
2. Food/nutrition	114.5	14.6%
3. Building	114.4	14.6%
4. General interest	26.1	3.3%
5. Garden/farming	23.9	3.1%
All others	124.8	16.0%
Total Edit. Pages	781.6	100%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 50/50

Syndicated Research: Simmons and MRI

Other Subscriber Research: 1981 Subscriber Study, Meredith Research Department, Demographics only

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171
Published 9 times a year

Publisher: Robert Teufel
Advertising Director: Sanford T. Beldon
Other key contacts: Linda Cherry, Ad Manager; Tom Stoneback, Marketing Service Manager

Editorial Description: New Shelter is edited for people who wish to gain increased personal independence through "do-it-yourself" activities around the home. Feature articles include new home planning, home improvements, alternate sources of energy, energy conservation, gardening and landscaping. How-to articles, plans and projects range from small woodworking projects through construction of complete homes, greenhouses or other outbuildings.

Member: ABC
Rate Information:
Rates as of rate card No.5, dated 4/82.

Freq.	BW	4C
1X	6,990	9,785
3X	6,710	9,395
6X	6,500	9,100
9X	6,150	8,610

Rate Base: 625,000 as of 4/82.

Special rate cards available: Mail order

Demographic or Regional Editions: Eastern U.S./Western U.S.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Bldg. materials/equip.	158.7	40.9%
2. Publishing	68.5	17.7%
3. Horticulture	60.3	15.5%
4. Retail/direct by mail	34.9	9.0%
5. Hshld. equip/supplies	16.9	4.4%
All others	48.5	12.5%
Total Ad Pages	387.8	100.0%

Figures are FOLIO estimates for the calendar year 1982.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home energy	114.1	24.2%
2. How-to repairs	110.6	23.4%
3. Workshop projects	66.8	14.1%
4. Architecture	35.5	7.5%
5. Household appliances	24.9	5.3%
All others	120.3	25.5%
Total Edit. Pages	472.2	100%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 47.5/52.5

Syndicated Research: 1983 SMRB Study

Other Subscriber Research: 1982 New Shelter Subscriber Study, Simmons Market Research Bureau, 1,000 subscribers. Questions on home construction (including remodeling & repairs), painting, floor coverings, workshop tools, home energy, gardening, automotive and household possessions.

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau
- Date: May 1982
- Sample size: 1,000
- Cooperation/Return rate: 67.8%
- Data collection method: Mail

A. Age Breakdown:

18-24	4.0%
25-34	30.4%
35-44	22.2%
45-54	22.4%
55+	21.0%
Median Age	41.7

B. Male/Female Composition:

Male	85.8%
Female	14.2%

C. Household Income:

Under $10,000	5.5%
$10,000-14,999	6.1%
$15,000-19,999	9.8%
$20,000-24,999	14.3%
$25,000-34,999	25.0%
$35,000-49,999	21.1%
$50,000+	18.2%
Median Income	$30,710

D. Occupation:

Mgr./Admin.	26.9%
Prof./Tech.	22.2%
Cler./Sales	4.6%
Other Emp.	33.5%
Not Emp.	12.8%

E. Educational Level:

Not H.S. Grad.	6.3%
H.S. Grad.	28.2%
1-3 Yrs. College	25.0%
Coll. Grad.	16.2%
Post Grad.	24.3%

F. Purchasing and Ownership Indicators:
- New Shelter subscribers influenced 3,038,000 other people last year in their purchase of home improvement and repair products.
- 93% own a home.
- Average subscriber owns $1,619 in workshop power tools.
- 63% purchased building insulation in the last year.
- 47% purchased floor coverings in the last year.
- 69% bought outdoor power equipment in the past year.
- 42% own a wood burning stove.
- 6.6% own a personal home computer.
- 51% own 2+ cars.
- 56% own light duty trucks.

1,001 Home Ideas

Family Media, Inc.
3 Park Avenue
New York, New York 10016
(212) 340-3200
Published monthly

Publisher: Shepherd Brandfon

Editorial Description: 1,001 Home Ideas, a shelter magazine, is edited for home-owners interested in interior design, remodeling, building and better living. "How America Copies," a regular home feature, offers solutions to specific family problems. Major home-building and remodeling stories, including exterior and interior features, house plans are included. Advice on design, color, fabrics, carpeting, home furnishings, room arrangements, home appliances and equipment appear in each issue. "Can Do Clinic" presents step-by-step instructions for do-it-yourselfers. Entertainment, food, and craft articles appear regularly.

Member: ABC
Rate Information:
Rates as of rate card No.24, dated 3/83.

Freq.	BW	4C
1X	15,500	18,700
6X	13,950	16,830
12X	12,400	14,025

Rate Base: 1,275,000 as of 3/83.

Primary SRDS Classification No.: 24

Syndicated Research: Simmons and MRI

Organic Gardening

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171
Published monthly

Publisher: Sanford T. Beldon
Advertising Director: Craig Neal
Other key contacts: Tom Stoneback, Marketing Service Manager

See special *Parade* sweepstakes card, page 66.

(Advertisement)

PARADE
Where big numbers really mean something
Here's something you can bank on: Parade reaches ONE THIRD of all the households in America that earn $30,000 plus each year!
Last year Parade households bought 1.2 million refrigerators. If you were to place them side by side you'd have a line of refrigerators almost as long as The Great Wall of China!
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications, Inc. All rights reserved.

Editorial Description: Organic Gardening promotes the idea of gardening with natural materials and methods. Organic Gardening is a practical, "how-to-do-it" magazine. In addition to extensive editorial coverage of gardening, the magazine includes articles on "do-it-yourself" home and grounds improvement projects, alternate energy, home crafts and natural food preparation and preservation.

Member: ABC
Rate Information:
Rates as of rate card No.26, dated 9/82.

Freq.	BW	4C
1X	10,265	14,885
6X	9,495	13,915
12X	8,880	13,175

Rate Base: 1,300,000 as of 9/82.

Special rate cards available: Mail order

Demographic or Regional Editions: Eastern U.S., Western U.S.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Horticulture	418.4	51.7%
2. Bldg. materials, equip. & fixtures	94.7	11.7%
3. Retail/direct by mail	89.1	11%
4. Publishing	63.5	7.9%
5. Automotive	35.8	4.4%
All others	107.3	13.3%
Total Ad Pages	808.8	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Gardening	618.0	69.9%
2. Food preparation	94.1	10.6%
3. Energy	40.1	4.5%
4. Food preservation equipment & supplies	24.0	2.7%
5. U.S. Agriculture	14.1	1.6%
All others	94.7	10.7%
Total Edit. Pages	884.9	100.0%

Primary SRDS Classification No.: 21

Average Ad/Edit. Ratio: 49.9/50.1

Syndicated Research: Simmons & MRI

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: April 1982
- Sample size: 1,000
- Cooperation/Return rate: 82.4%
- Data collection method: Mail

A. Age Breakdown:

18-24	1.9%
25-34	22.6%
35-44	20.3%
45-54	15.6%
55+	39.6%
Median Age	48.5

B. Male/Female Composition:

Male	63.6%
Female	36.4%

C. Household Income:

Under $10,000	12.9%
$10,000-14,999	12.1%
$15,000-19,999	12.3%
$20,000-24,999	15.6%
$25,000-34,999	20.6%
$35,000-49,999	17.2%
$50,000+	9.3%
Median Income	$24,090

D. Occupation:

Mgr../Admin.	23.3%
Prof./Tech.	16.8%
Cler./Sales	3.7%
Other Emp.	29.3%
Not Emp.	26.9%

E. Educational Level:

Not H.S. Grad.	17.0%
H.S. Grad.	30.2%
1-3 Yrs. College	24.4%
Coll. Grad.	12.5%
Post Grad.	15.9%

F. Purchasing and Ownership Indicators:
- 33% shopped at a supermarket 8+ times in the past month.
- 98% cook or bake from scratch.
- 72% own a separate freezer.
- 32% own a food processor.
- 41% own a wood burning stove.
- 32% own a workshop table saw.
- 21% own a video recorder.
- 54% own 2+ cars.
- 52% own light duty trucks.
- 76% shopped at Sears in the past 90 days.

Southern Living

Southern Progress Corporation
820 Shades Creek Parkway
Birmingham, Alabama 35209
(205) 877-6000
Published monthly

Publisher & Advertising Director: Jim De Vira

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC
Rate Information:
Rates as of rate card No.22, dated 1/83.

Freq.	BW	4C
1X	23,980	33,800

Rate Base: 2,050,000 as of 1/83.

Advertising Data:
- 34% of all advertising space is full page ads.
- 60% of all space is run in full color.
- 945 advertisers placed 1/6 or more in 1982.
- 40 advertisers ran 6X or more in 1982.

Special rate cards available: Mail order and Travel directory.

Demographic or Regional Editions: 3 Geographic Editions: Southeast, South Central and Southwest; 14 State Editions; 4 Metro Editions: Atlanta, Birmingham, Dallas/Ft.Worth, Houston.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel	231.89	15.98%
2. Food	188.24	12.97%
3. Retail/direct mail	162.80	11.22%
4. Automotive	131.89	9.09%
5. Cigarettes/tobacco	116.55	8.03%
All others	619.87	42.71%
Total Ad Pages	1,451.24	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Travel	375.5	27%
2. Food	340.5	24%
3. Gardening	255.9	18%
4. Building	154.8	11%
5. Home	96.8	7%
All others	170.0	13%
Total Edit. Pages	1,393.4	100%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 52.8/47.2

Syndicated Research: Simmons & MRI

Other Subscriber Research: "Eight Magazines Attitudes & Preferences Among Southern Subscribers," Burke Marketing Research, 1981, sample size 250.

Subscriber Demographics:
- Conducted by: In-house
- Date: February 1982
- Sample size: 1,000
- Cooperation/Return rate: 56.4%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.0%
25-34	16.4%
35-44	19.0%
45-54	20.7%
55+	42.0%

B. Household Income:

Under $10,000	6.0%
$10,000-19,999	13.8%
$20,000-24,999	10.0%
$25,000-29,999	11.1%
$30,000-49,999	34.7%
$50,000+	24.4%
Median Income	$35,243

C. Occupation:

Mgr./Admin.	14.7%
Prof./Tech.	34.7%
Cler./Sales	13.9%
Other Emp.	22.9%
Not Emp.	13.8%

D. Educational Level:

Not H.S. Grad.	3.1%
H.S. Grad.	29.5%
1-3 Yrs. College	35.1%
Coll. Grad.	17.6%
Post Grad.	14.7%

F. Purchasing and Ownership Indicators:
- 91.3% own a home.
- 72.8% own 2+ cars.
- 91.1% made domestic trips in the past year.
- 33.1% made foreign trips in the last 3 years.
- 59.3% entertain at least once a month.
- 42.9% own a mirowave.
- 72.7% serve alcoholic beverages when they entertain.
- 77.2% spent time gardening in the last year.
- 44.4% purchased major appliances in the last year.
- 52.2% purchased furniture in the last year.

Sunset

Lane Publishing Company
Willow & Middlefield Roads
Menlo Park, California 94025
(415) 321-3600
Published monthly

Publisher: L.W. Lane Jr.
Advertising Director: Richard T. Bristol

(continued on page 647)

Figures are FOLIO estimates for the calendar year 1982.

Inflight

Ad Pages

1	Eastern Review	956
2	American Way	930
3	United	915
4	Delta Sky	593
5	TWA Ambassador	566
	Total	**3,960**

Ad Pages Growth
(1981/1982) (%)

1	American Way	31.0
2	Delta Sky	7.5
3	Eastern Review	3.0
4	United	1.5
5	TWA Ambassador	-6.0

Net Chg. Ad Pages
(1981/1982)

1	American Way	220
2	Delta Sky	42
3	Eastern Review	28
4	United	14
5	TWA Ambassador	-36
	Total	**268**

Avg. Ad Pages/Copy

1	Eastern Review	80
2	American Way	78
3	United	76
4	Delta Sky	49
5	TWA Ambassador	47

Ad Revenue
($000)

1	United	7,902
2	American Way	6,824
3	Eastern Review	6,228
4	Delta Sky	4,740
5	TWA Ambassador	4,371
	Total	**30,065**

Ad Revenue Growth
(1981/1982) (%)

1	American Way	25.0
2	Eastern Review	10.2
3	United	8.6
4	Delta Sky	5.1
5	TWA Ambassador	-2.3

Net Chg. Ad Revenue
(1981/1982) ($000)

1	American Way	1,366
2	United	626
3	Eastern Review	578
4	Delta Sky	322
5	TWA Ambassador	-102
	Total	**2,790**

Avg. Ad Rev./Copy
($)

1	American Way	2.37
2	Eastern Review	1.78
3	United	1.78
4	TWA Ambassador	1.44
5	Delta Sky	1.34

Average Circulation

1	United	351,348
2	Eastern Review	299,651
3	Delta Sky	294,000
4	TWA Ambassador	253,061
5	American Way	240,000
	Total	**1,438,060**

Avg. Circ. Growth
(1981/1982) (%)

1	Delta Sky	1.4
2	United	0.4
3	TWA Ambassador	0.0
4	Eastern Review	-0.1
5	American Way	-4.0

Net Chg. Avg. Circ.
(1981/1982)

1	Delta Sky	4,000
2	United	1,348
3	TWA Ambassador	61
4	Eastern Review	-349
5	American Way	-10,000
	Total	**-4,940**

Total Revenue
(ad rev. + circ. rev.) ($)

1	United	7,902
2	American Way	6,824
3	Eastern Review	6,228
4	Delta Sky	4,740
5	TWA Ambassador	4,371
	Total	**30,065**

Total Rev. Growth
(1981/1982) (%)

1	American Way	25.0
2	Eastern Review	10.2
3	United	8.6
4	Delta Sky	8.0
5	TWA Ambassador	-2.3

Avg. Total Pgs./Copy
(ad pages + edit. pages)

1	American Way	158
2	Eastern Review	156
3	United	143
4	Delta Sky	139
5	TWA Ambassador	96

Avg. Edit. Pgs./Copy

1	Delta Sky	90
2	American Way	81
3	Eastern Review	76
4	United	67
5	TWA Ambassador	48

(Advertisement)

The Simmons Market Research Bureau conducts a comprehensive annual study of 110 publications representing a wide variety of categories. These studies of the media and marketing habits of the American public provide information on ownership, product use and demographics. In addition, crosstabulations of SMRB data by PRIZM, ClusterPlus and VALS segments are also available.

As another service, Simmons provides a variety of special studies commissioned by individual publications.

For detailed information on any measured publication, contact either the publisher directly, or Ms. Cass Faller, Client Support Services, Simmons Market Research Bureau: 212-867-1414, Ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Aboard, Continental, Frontier, Hawaii, Northwest Orient Magazine, Ozark, Pan Am Clipper, PSA Magazine, Republic Scene, Spirit of Aloha, USair Magazine, Western's World*; and 15 non-audited magazines that accept advertising.

American Way

American Airlines
4200 American Boulevard, Mail Drop 3DO8
Fort Worth, Texas 76039
(817) 355-1583
Published monthly

Publisher: Walter Damtoft
Advertising Director: Hank Thunhorst

Editorial Description: American Way is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA
Rate Information:
Rates as of rate card No.12, dated 1/83.

Freq.	BW	4C
1X	7,970	9,835
6X	7,570	9,345
12X	7,335	9,050

Advertising Data:
- 61.7% of all advertising space is full page ads.
- 55.3% of all space is run in full color.
- 99.3 advertisers placed 1/6 or more in 1982.
- 62 advertisers ran 6X or more in 1982.

Figures are FOLIO estimates for the calendar year 1982.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Business equipment	297.6	32%
2. Hotel/motel	201.9	21.6%
3. Mail order	87.4	9.4%
4. Auto rental	84.6	9.1%
5. Travel services	70.7	7.6%
All others	187.8	20.3%
Total Ad Pages	930	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. General feature	329	34%
2. Business/finance	184	19%
3. The Arts	145	15%
4. Travel	87	9%
5. Science/medicine	59	6%
All others	165	17%
Total Edit. Pages	969	100%

Primary SRDS Classification No.: 1

Average Ad/Edit. Ratio: 45/55

Syndicated Research: MRI

Delta Sky

Halsey Publishing Company
12955 Biscayne Boulevard
Miami, Florida 33181
(305) 893-1520
Published monthly

Publisher: Seymour Gerber
Advertising Director: Larry Nieman
Other key contacts: Alan Winter, Sales Manager; Pam Winter, V.P. Marketing.

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book reviews, special features and columns.

Rate Information:
Rates as of rate card No.13, dated 1/83.

Freq.	BW	4C
1X	8,910	11,135
6X	8,465	10,580
12X	8,040	10,050

Rate Base: 294,000 as of 1/82.

Advertising Data:
- 50% of all advertising space is full page ads.
- 75% of all space is run in full color.
- 80 advertisers placed 1/6 or more in 1982.
- 70 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Air Group One

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Rent-A-Car	120	22%
2. Hotels	120	22%
3. Computer	60	12%
4. Business Equip.	60	12%
5. Condominiums	48	10%
All others	184.5	22%
Total Ad Pages	592.5	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Business	120	11%
2. Science	84	8%
3. Personality Profile	72	7%
4. Humor	48	5%
5. Sports	48	5%
All others	708	64%
Total Edit. Pages	1080	100%

Primary SRDS Classification No.: 1

Average Ad/Edit. Ratio: 47/53

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, New York 10022
(212) 888-5900
Published monthly

Publisher: Fred Smith
Advertising Director: John Dunn
Other key contacts: Maurice Pryor, Assistant Vice President of Sales

Editorial Description: Eastern Review is a collection of the nation's current periodic literature, including articles on business, society, arts and a wide range of other subjects.

Member: SMA (division of BPA)
Rate Information:
Rates as of rate card No.1-83, dated 1/83.

Freq.	BW	4C
1X	9,900	13,200
6X	8,910	11,880
12X	8,415	11,220

Networks or combination buys through which publication is available: Review may be purchased in any combination of 2 or more East/West Network magazines.

Special rate cards available: Destination rates for single location retailers.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel/hotels/resorts	372.9	39%
2. Office supplies/equip.	182.7	19.1%
3. General/retail	140.8	14.7%
4. Business/financial	130.8	13.7%
All others	128.8	13.5%
Total Ad Pages	956	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Travel	247.8	27.1%
2. General interest	216.5	23.7%
3. Culture/entertainment	142.7	15.6%
4. Business/finance	64.2	7.0%
5. Sports	56.7	6.2%
All others	187.1	20.5%
Total Edit. Pages	915	100%

Primary SRDS Classification No.: 1

Average Ad/Edit. Ratio: 51.1/48.9

Syndicated Research: MRI and Monroe Mendelsohn

Subscriber Demographics:
- Conducted by: Monroe Mendelsohn Syndicated Audience Research
- Date: 1982
- Data collection method: Mail

A. Age Breakdown:

18-24	2.0%
25-34	15.5%
35-44	29.7%
45-49	11.2%
50+	41.6%
Median Age	46.2

B. Male/Female Composition:

Male	69.8%
Female	30.2%

C. Household Income:

$40,000-49,000	32.8%
$50,000+	67.2%
Median Income	$66,800

D. Occupation:

Mgr../Admin.	49.4%
Prof./Tech.	18.2%
Cler./Sales	9.2%
Other Emp.	1.7%
Not Emp.	14.0%

E. Educational Level:

Not H.S. Grad.	1.1%
H.S. Grad.	14.1%
1-3 Yrs. College	16.9%
Coll. Grad.	36.3%
Post Grad.	26.4%

F. Purchasing and Ownership Indicators:
- 46.7% own a home valued at $150,000+.
- 62.5% own a currently valid passport.
- 37.4% entertain outside the home 3+ times a month.
- 31.0% drank 2+ glasses of vodka in the past 7 days.
- 32.3% drank 4+ glasses of domestic wine in the past 7 days.

TWA Ambassador

The Webb Company
1999 Shepard Road
Saint Paul, Minnesota 55116
(612) 690-7220
Published monthly

Publisher: Brian J. Kennedy
Advertising Director: Jim Struck
Other key contacts: Bob Halverson, National Advertising Sales Director of Webb Inflight Publishing; Joe Paulson, Advertising Manager

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: SMA (division of BPA)
Rate Information:
Rates as of rate card No.13, dated 9/82.

Freq.	BW	4C
1X	7,836	9,794
6X	7,577	9,471
12X	7,224	9,030

Rate Base: 240,000 as of 1/83.

Networks or combination buys through which publication is available: Air Group One

Special rate cards available: Mail order

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Business	111.33	19.2%
2. Travel	100.67	17.3%
3. Arts/Essays	80.67	13.9%
4. Fashion/products	79.33	13.7%
5. Science	29.67	5.1%
All others	79.33	30.8%
Total Edit. Pages	581	100%

Primary SRDS Classification No.: 1

Average Ad/Edit. Ratio: 50/50

Market Research Available: "Airport Activity Statistics of Certified Route Air Carriers," Civil Aeronautics Board (CAB).

Syndicated Research: MRI

Other Subscriber Research: Survey of Affluent Adults, Mendelsohn Media Research, 1982.

Subscriber Demographics:
- Conducted by: Monroe Mendelsohn
- Date: April, May, June 1982
- Sample size: 15,000
- Cooperation/Return rate: 55.8%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.3%
35-44	32.2%
Median Age	44.4

B. Male/Female Composition:

Male	73%
Female	27%

C. Household Income:

$50,000 +	75.9%
Median Income	$72,200

D. Occupation:

Mgr. ./Admin.	57.2%
Prof./Tech.	16.3%
Cler./Sales	8.3%
Other Emp.	.8%
Not Emp.	16.2%

E. Educational Level:

Not H.S. Grad.	1.6%
H.S. Grad.	4.5%
1-3 Yrs. College	16.9%
Coll. Grad.	36.9%
Post Grad.	21%

F. Purchasing and Ownership Indicators:
- 23% took 20 + business air trips.
- 41% 20 + hotel/motel stays.
- 36% used imported wine in past week.
- 40% own 35mm camera.
- 22% purchased $2,000 + of travelers checks in past year.
- 52% net worth of household is $500,000 + .
- 59% entertain outside home 2 + times a month.
- 23% spent $1,000 for entertainment appliances.
- 27% value home/apartment at $250,000 + .
- 45% own securities valued at $50,000 + .

United

East/West Network, Inc.
34 East 51st Street
New York, New York 10022
(212) 888-5900
Published monthly

Publisher: Fred Smith
Advertising Director: John F. Dunn
Other key contacts: Maurice Pryor, Assistant Vice President of Sales

Editorial Description: United focuses on the achievements and life-styles of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education and entertainment. It also carries travel destination and service features.

Member: SMA (division of BPA)
Rate Information:
Rates as of rate card No. 1-83 dated 1/83.

Freq.	BW	4C
1X	11,530	15,330
6X	10,375	13,795
12X	9,800	13,030

Rate Base: 360,000 as of 1/83.

Networks or combination buys through which publication is available: Any combination of 2 or more East/West magazines.

Special rate cards available: Destination rates for single location retailers.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel/hotel/resorts	358.3	39.2%
2. Office supplies/equip.	177.2	19.4%
3. General/retail	134.0	14.6%
4. Business/financial	91.5	10.0%
All others	153.5	16.8%
Total Ad Pages	914.5	100%

Top 1982 Editorial Categories:

	Edit Pgs.	Pct.
1. Travel	233.3	29.0%
2. Gen. Interest	210.6	26.2%
3. Bus./Finance	90.7	11.3%
4. Profiles	66.8	8.3%
5. Cul./Entertain.	58.3	7.3%
All others	153.5	16.8%
Total Edit. Pages	914.5	100%

Primary SRDS Classification No.: 1

Syndicated Research: MRI and Monroe Mendelsohn

Subscriber Demographics:
- Conducted by: Monroe Mendelsohn Syndicated Audience Research
- Date: 1982
- Data collection method: Mail

A. Age Breakdown:

18-24	1.8%
25-34	13.6%
35-44	33.7%
45-49	13.7%
50 +	37.2%
Median Age	45.3

B. Male/Female Composition:

Male	72.6%
Female	27.4%

C. Household Income:

$40,000-49,999	25.6%
$50,000 +	74.4%
Median Income	$71,600

D. Occupation:

Mgr./Admin.	54.6%
Prof./Tech.	18.3%
Cler./Sales	10.0%
Other Emp.	1.8%
Not Emp.	9.1%

E. Educational Level:

Not H.S. Grad.	1.8%
H.S. Grad.	13.0%
1-3 Yrs. College	23.3%
Coll. Grad.	32.9%
Post Grad.	29.0%

F. Purchasing and Ownership Indicators:
- 52.9% own home valued at $150,000 + .
- 57.9% own a currently valid passport.
- 33.6% drank vodka 2 + times in the past 7 days.
- 38.6% drank 4 + glasses of domestic wine in the past 7 days.
- 34.6% entertain outside the home 4 + times a month.

Lifestyle: self-sufficiency

Ad Pages

1	Organic Gardening	809
2	Country Journal	527
3	New Shelter	388
4	Mother Earth News	359
	Total	**2,083**

Ad Pages Growth (1981/1982) (%)

1	Country Journal	1.5
2	New Shelter	0.0
3	Organic Gardening	-5.0
4	Mother Earth News	-16.5

Net Chg. Ad Pages (1981/1982)

1	Country Journal	8
2	New Shelter	0
3	Organic Gardening	-42
4	Mother Earth News	-71
	Total	**-105**

Avg. Ad Pages/Copy

1	Organic Gardening	67
2	Mother Earth News	60
3	Country Journal	44
4	New Shelter	43

Ad Revenue ($000)

1	Organic Gardening	8,360
2	Mother Earth News	4,762
3	New Shelter	2,915
4	Country Journal	2,785
	Total	**18,822**

Ad Revenue Growth (1981/1982) (%)

1	New Shelter	38.7
2	Country Journal	14.6
3	Organic Gardening	12.7
4	Mother Earth News	-13.8

Net Chg. Ad Revenue (1981/1982) ($000)

1	Organic Gardening	940
2	New Shelter	813
3	Country Journal	356
4	Mother Earth News	-765
	Total	**1,344**

Avg. Ad Rev./Copy ($)

1	Country Journal	0.82
2	Mother Earth News	0.74
3	New Shelter	0.54
4	Organic Gardening	0.53

Average Circulation

1	Organic Gardening	1,322,393
2	Mother Earth News	1,067,197
3	New Shelter	603,629
4	Country Journal	282,038
	Total	**3,275,257**

Avg. Circ. Growth (1981/1982) (%)

1	New Shelter	26.8
2	Country Journal	10.2
3	Organic Gardening	-0.1
4	Mother Earth News	-0.8

Net Chg. Avg. Circ. (1981/1982)

1	New Shelter	127,744
2	Country Journal	26,141
3	Organic Gardening	-1,566
4	Mother Earth News	-8,349
	Total	**143,970**

Avg. Circ. Rev./Copy ($)

1	Mother Earth News	2.49
2	New Shelter	1.09
3	Country Journal	1.01
4	Organic Gardening	0.95

Total Revenue (ad rev. + circ. rev.) ($000)

1	Organic Gardening	23,414
2	Mother Earth News	20,720
3	New Shelter	8,853
4	Country Journal	6,187
	Total	**59,174**

Total Rev. Growth (1981/1982) (%)

1	New Shelter	30.9
2	Organic Gardening	11.9
3	Country Journal	6.4
4	Mother Earth News	1.2

Avg. Total Pgs./Copy (ad pages + edit. pages)

1	Organic Gardening	141
2	New Shelter	96
3	Country Journal	n.e.*
4	Motner Earth News	n.e.*

Avg. Edit. Pgs./Copy

1	Organic Gardening	74
2	New Shelter	52
3	Country Journal	n.e.*
4	Mother Earth News	n.e.*

*n.e. = not estimated

(Advertisement)

Within the Lifestyle: Self-sufficiency market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Mother Earth News
New Shelter
Organic Gardening

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

New Shelter

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Blair & Ketchum's Country Journal

Country Journal Publishing Co.
205 Main Street
Box 817
Brattleboro, Vermont 05301
(802) 257-1321

See complete media profile in the *Home Service* market analysis section.

The Mother Earth News

The Mother Earth News, Inc.
105 Stoney Mountain Road
Hendersonville, North Carolina 28791
(704) 693-0211
Published bi-monthly

Publisher: Robert M. Lieb
Advertising Director: Stu Silk

Editorial Description: The Mother Earth News is a lifestyle service magazine for individuals and families seeking personal fulfillment through increased self-reliance, ecologically sound growth, and individual accomplishment. It provides practical how-to-do-it information on food, gardening, home improvement, energy use and conservation, appropriate technology, family economics, and selective buying of quality products.

Member: ABC, MPA, MCA, PIB/LNA

Rate Information:
Rates as of rate card No.15, dated 3-4/83.

Freq.	BW	4C
1X	12,000	18,000
3X	11,400	17,100
6X	10,800	16,200

Rate Base: 1,000,000 as of 3-4/83.

Advertising Data:
- 70% of all advertising space is full page ads.
- 29% of all space is run in full color.
- 96 advertisers placed 1/6 or more in 1982.

Avg. Subscrip. Circ.

1	Organic Gardening	1,307,802
2	Mother Earth News	880,756
3	New Shelter	570,923
4	Country Journal	255,950
	Total	**3,015,431**

Subscription Growth (1981/1982) (%)

1	New Shelter	28.7
2	Country Journal	10.0
3	Mother Earth News	-0.6
4	Organic Gardening	-0.6

Net Chg. Subscriptns. (1981/1982) (Subs.)

1	New Shelter	127,180
2	Country Journal	23,183
3	Mother Earth News	-5,060
4	Organic Gardening	-8,046
	Total	**137,257**

Average Sub. Price ($)

1	Mother Earth News	14.31
2	Country Journal	11.46
3	Organic Gardening	11.31
4	New Shelter	9.61

Sub. Revenue ($000)

1	Organic Gardening	14,791
2	Mother Earth News	12,602
3	New Shelter	5,487
4	Country Journal	2,933
	Total	**35,813**

Sub. Rev. Growth (1981/1982) (%)

1	New Shelter	35.1
2	Organic Gardening	10.7
3	Mother Earth News	9.2
4	Country Journal	-1.2

Newsstand Revenue ($000)

1	Mother Earth News	3,356
2	Country Journal	470
3	New Shelter	451
4	Organic Gardening	263
	Total	**4,540**

Nwstd. Rev. Growth (1981/1982) (%)

1	Organic Gardening	100.5
2	Country Journal	12.9
3	New Shelter	3.9
4	Mother Earth News	-1.7

Avg. Nwstnd. Circ. (copies sold/issue)

1	Mother Earth News	186,441
2	New Shelter	32,706
3	Country Journal	26,089
4	Organic Gardening	14,591
	Total	**259,827**

Newsstand Growth ('81/'82: copies sold/issue) (%)

1	Organic Gardening	79.9
2	Country Journal	12.8
3	New Shelter	1.8
4	Mother Earth News	-1.7

Net Chg. Newsstand ('81/'82: copies sold/issue)

1	Organic Gardening	6,481
2	Country Journal	2,959
3	New Shelter	564
4	Mother Earth News	-3,289
	Total	**6,715**

Avg. Nwstd. Price ($)

1	Mother Earth News	3.00
2	Country Journal	1.50
3	New Shelter	1.50
4	Organic Gardening	1.50

Special rate cards available: Mail order advertising, General advertising

Demographic or Regional Editions: Western, Northern, and Southern

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 40/60

Market Research Available: Principal Readers of The Mother Earth News by Don Bowdren Associates, sample size 822.

Syndicated Research: Simmons and MRI

Other Subscriber Research: Following subscriber studies conducted by The Mother Earth Research Department: 1981-questions on dog food, sample size 1,500; 1981-questions on life insurance, sample size 500; 1981-questions on motorcycles, sample size 500; 1980-questions on Sears Roebuck, sample size 500; 1980-questions on yogurt, sample size 500; 1980-questions on automobiles, sample size 500.

Subscriber Demographics:
•Conducted by: Don Bowdren Associates
•Date: 1981
•Sample size: 1,000
•Cooperation/Return rate: 82.7%
•Data collection method: Mail

A. Age Breakdown:

18-24	9.9%
25-34	30.7%
35-44	22.3%
45-54	15.8%
55+	21.3%
Median Age	38.5

B. Male/Female Composition:

Male	58.6%
Female	41.4%

C. Household Income:

Under $10,000	8.4%
$10,000-14,999	9.8%
$15,000-19,999	13.2%
$20,000-24,999	16.5%
$25,000-34,999	26.5%
$35,000-49,999	15.1%
$50,000+	10.5%
Median Income	$25,780

D. Occupation:

Mgr./Admin.	26.9%
Prof./Tech.	15.6%
Cler./Sales	5.6%
Other Emp.	49.6%
Not Emp.	1.9%

E. Educational Level:

Not H.S. Grad.	11.7%
H.S. Grad.	34.2%
1-3 Yrs. College	26.1%
Coll. Grad.	13.9%
Post Grad.	14.1%

F. Purchasing and Ownership Indicators:
•87% own their own home.
•86% own food blender.
•58% own a dog.
•41% own hiking boots.
•62% own a chain saw.
•21% own a four-wheel drive vehicle.
•70% purchased books by mail.
•77% change their own oil.
•59% own a rifle.
•71% own a circular saw.

(continued on page 414)

Figures are FOLIO estimates for the calendar year 1982.

Maturity

Ad Pages

1	50 Plus	350
2	Modern Maturity	192
	Total	**542**

Ad Pages Growth
(1981/1982) (%)

1	Modern Maturity	20.0
2	50 Plus	-8.0

Net Chg. Ad Pages
(1981/1982)

1	Modern Maturity	32
2	50 Plus	-31
	Total	**1**

Avg. Ad Pages/Copy

1	Modern Maturity	32
2	50 Plus	29

Ad Revenue
($000)

1	Modern Maturity	9,787
2	50 Plus	1,573
	Total	**11,360**

Ad Revenue Growth
(1981/1982) (%)

1	Modern Maturity	46.0
2	50 Plus	1.1

Net Chg. Ad Revenue
(1981/1982) ($000)

1	Modern Maturity	3,084
2	50 Plus	18
	Total	**3,102**

Avg. Ad Rev./Copy

1	50 Plus	0.48
2	Modern Maturity	0.20

Average Circulation

1	Modern Maturity	8,222,225
2	50 Plus	273,153
	Total	**8,495,378**

Avg. Circ. Growth
(1981/1982) (%)

1	50 Plus	22.5
2	Modern Maturity	15.1

Net Chg. Avg. Circ.
(1981/1982)

1	Modern Maturity	1,077,907
2	50 Plus	50,164
	Total	**1,128,071**

Avg. Circ. Rev./Copy
($)

1	50 Plus	1.00
2	Modern Maturity	0.33

Total Revenue
(ad rev. + circ. rev.) ($000)

1	Modern Maturity	26,231
2	50 Plus	4,864
	Total	**31,095**

Total Rev. Growth
(1981/1982) (%)

1	Modern Maturity	34.1
2	50 Plus	22.9

Avg. Total Pgs./Copy
(ad pages + edit. pages)

1	50 Plus	72
2	Modern Maturity	n.e.*

Avg. Edit. Pgs./Copy

1	50 Plus	43
2	Modern Maturity	n.e.*

Avg. Subscrip. Circ.

1	Modern Maturity	8,222,225
2	50 Plus	273,153
	Total	**8,495,378**

Subscription Growth
(1981/1982) (%)

1	50 Plus	22.5
2	Modern Maturity	15.1

Net Chg. Subscriptns.
(1981/1982) (Subs.)

1	Modern Maturity	1,077,907
2	50 Plus	50,164
	Total	**1,128,071**

Average Sub. Price
($)

1	50 Plus	12.05
2	Modern Maturity	2.00

Sub. Revenue
($000)

1	Modern Maturity	16,444
2	50 Plus	3,291
	Total	**19,735**

Sub. Rev. Growth
(1981/1982) (%)

1	50 Plus	36.9
2	Modern Maturity	27.9

*n.e. = not estimated

(Advertisement)

Within the Maturity market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Modern Maturity

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

Modern Maturity

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Dynamic Years, NRTA/AARP News Bulletins* and approximately 5 non-audited magazines that accept advertising.

50 Plus

Whitney Communications Corporation
850 Third Avenue
New York, New York 10022
(212) 715-2600
Published monthly

Publisher: William B. Toulouse
Advertising Manager: Allan L. Smith
Other key contacts: Robert Kimmel, New York Manager

Editorial Description: 50 Plus is a news and service magazine for people in their "middle years." The editors recognize that this is a time in life when the interests and needs of most people are unique; when, by and large, they have completed their basic obligations of family-raising and career-building, and have changed their priorities and lifestyles. Accordingly, 50 Plus is a stage, not an age; it is a progressive, cohesive force which molds diverse injoyment. The editors of 50 Plus serve this special group with news and features covering people, money, the law, legislation, health, housing, food and nutrition, beauty, travel and education. How to plan for retirement and how to enjoy it are also frequent subjects.

Member: ABC, BPA
Rate Information:
Rates as of rate card No.14, dated 3/83.

Freq.	BW	4C
1X	4.950	6,745
6X	4,455	6,070
12X	4,210	5,735

Rate Base: 290,000 as of 3/83.

Advertising Data:
- 53% of all advertising space is full page ads.
- 38% of all space is run in full color.
- 272 advertisers placed 1/6 or more in 1982.
- 57 advertisers ran 6X or more in 1982.

Figures are FOLIO estimates for the calendar year 1982.

Special rate cards available: Mail Order 25%, Real Estate 20%, Resort & Individual hotels 15%, Philanthropic organizations 15%.

Demographic or Regional Editions: At Publisher's discretion.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Real Estate	74.0	21.16%
2. Travel	64.69	18.50%
3. Mail Order	62.83	17.97%
4. Health	24.19	6.92%
5. Food	23.67	6.77%
All others	100.12	28.64%
Total Ad Pages	349.50	99.96%

Top Five 1982 Editorial Categories:

	Edit Pgs.
1. Housing	
2. Travel	
3. Mail Order	
4. Food National	
5. Health National	
Total Edit. Pages	515

Primary SRDS Classification No.: 43A

Average Ad/Edit. Ratio: 42/58

Market Research Available: Free follow-up study of reader inquiries; Free benchmark study to measure effectiveness of ad campaign.

Subscriber Demographics:
- Conducted by: Beta Research
- Date: June 1981
- Sample size: 1,500
- Cooperation/Return rate: 58.5%
- Data collection method: Mail

A. Age Breakdown:

18-54	20.3%
55 +	79.7%

B. Male/Female Composition:

Male	43.6%
Female	56.4%

C. Household Income:

Under $10,000	11.7%
$10,000-14,999	16.6%
$15,000-19,999	13.8%
$20,000-24,999	13.7%
$25,000-49,999	33.8%
$50,000 +	10.4%
Median Income	$22,900

D. Educational Level:

H.S. Grad.	32.5%
1-3 Yrs. College	22.5%
Coll. Grad.	13.2%
Post Grad.	6.4%

F. Purchasing and Ownership Indicators:
- 70.4% own stocks, bonds, mutual funds.
- 86.2% own their own homes.
- 66.6% own American Express or Master Charge credit cards.
- 50% own two cars.
- 37.8% own special utility vehicles.
- 37.4% own 35mm cameras.
- 69% own stereo equipment.
- 21% own second homes.
- 72% purchase wine.
- 73% are outdoor gardeners.

Modern Maturity

American Association of Retired Persons
215 Long Beach Boulevard
Long Beach, California 90801
(213) 432-5781
Published bi-monthly

Publisher: Robert E. Wood
Advertising Director: Arthur T. (Jim) Sutherland, Jr.
Other key contacts: Peter Hanson, National Sales Manager

Editorial Description: Modern Maturity is edited for all over 55. Service pieces relating to income, health, hobbies, living, Americana, nostalgia, reminiscences, personality pieces, inspirational articles, current trends, travel, scenic wonders, humor plus, in each issue, an institute of Lifetime Learning mini-course.

Member: ABC
Rate Information:
Rates as of rate card No.5, dated 4/83.

Freq.	BW	4C
1X	57,160	69,710
6X	51,444	62,739
12X	49,158	59,951

Rate Base: 8,100,000 as of 4/83.

Demographic or Regional Editions: Northeast, Mid-Atlantic, East Central, Southeast, West Central, Southwest, Pacific State of Florida, State of California, Metro N.Y.

Primary SRDS Classification No.: 43A

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau
- Date: July, 1982
- Sample size: 2,000
- Cooperation/Return rate: 61.4%
- Data collection method: Mail

A. Age Breakdown:

18-49	.6%
50-59	10.7%
60-64	19.2%
65 +	69.5%
Median Age	68.7

B. Male/Female Composition:

Male	47.8%
Female	52.2%

C. Household Income:

Under $15,000	42.5%
$15,000-24,999	24.7%
$25,000 +	32.8%
Mean Income	$23,687

D. Educational Level:

H.S. Grad.	38.9%
1-3 Yrs. College	17.1%
Coll. Grad.	21.4%

(continued on page 647)

(Advertisement)

A Billion Dollar Market Over 55: An Update

Has the older population's status as a consumer force continued to grow in importance?

Based on new data from the U.S. Census the answer is an emphatic yes. Revised population projections reveal that:

- By the year 2000 the number of persons age 55 + will climb from the current 47 million to 59 million.
- The number of persons age 65 + will reach 35 million, representing 1 out ofevery 8 Americans.
- The median age will climb from 30.2 in 1980 to 36.3 in the year 2000—an unprecedented increase in so short a time.

The economic position of the older consumer continues to improve as well.

In 1981 personal income of the 55 + household rose to $575 billion, approaching one third of all U.S. household income. The per capita income of the 55 + household has increased even more. The 55-64 year old household has widened its margin over all other age groups; the 65 + household now has more per capita income than all age groups under 45.

Households headed by persons 55 + account for:

- 30% of total U.S. personal income—exceeding 400 billion in 1978.
- Nearly 80% of all money in saving and loan institutions.
- An estimated 28% of all discretionary money in the U.S. marketplace; nearly double that of households headed by persons 34 or under.

The 55-64 year old segment of the 55 + market:

- Is the single most affluent consumer market in the country today on a per capita basis.
- Is the single most important consumer market in the country today, with expenditures exceeding the overall population average by one quarter.

All indications point to the 55 + consumer accounting for an even greater share of overall expenditures, directly reflecting their steadily increasing numbers and economic growth.

Clearly, the major evidence underscoring the importance of the older market is already in. The time for targeting the "maturity market" is long overdue—marketers who miss the boat will have only themselves to blame.

by Carole B. Allan, Ph.D.
(Articles by Dr. Allan have appeared in the country's leading business publications including Nation's Business, American Demographics, and the National Journal.)

The preceding information was provided as a service by 50 Plus magazine.

Figures are FOLIO estimates for the calendar year 1982.

Men's entertainment

	Average Circulation	
1	Playboy	4,676,344
2	Penthouse	3,898,525
3	Hustler	1,144,561
4	Oui	572,668
5	Club	514,887
6	Forum	511,504
7	Gallery	485,107
8	Cheri	429,760
9	High Society	421,046
10	Genesis	295,054
11	Club International	231,486
12	Velvet	212,448
13	Players	204,414
14	Swank	183,998
15	Eros	167,250
16	Chic	162,068
	Total	**14,111,120**

	Avg. Circ. Growth (1981/1982)	(%)
1	Eros	7.4
2	Velvet	4.1
3	Swank	-1.8
4	Club	-5.9
5	Cheri	-6.8
6	High Society	-6.9
7	Penthouse	-7.3
8	Playboy	-8.4
9	Genesis	-11.2
10	Club International	-12.5
11	Hustler	-14.0
12	Gallery	-15.9
13	Forum	-17.5
14	Oui	-24.0
15	Chic	-25.4
16	Players	n.e.*

	Net Chg. Avg. Circ. (1981/1982)	
1	Eros	11,542
2	Velvet	8,316
3	Swank	-3,319
4	High Society	-31,068
5	Cheri	-31,195
6	Club	-32,503
7	Club International	-32,928
8	Genesis	-37,203
9	Chic	-55,303
10	Gallery	-91,564
11	Forum	-108,727
12	Oui	-181,057
13	Hustler	-186,858
14	Penthouse	-308,401
15	Playboy	-431,096
16	Players	n.e.*
	Total	**-1,511,364**

	Avg. Circ. Rev./Copy	($)
1	Swank	3.50
2	Velvet	3.50
3	Hustler	3.48
4	High Society	3.29
5	Club	3.22
6	Chic	3.21
7	Eros	3.20
8	Club International	3.16
9	Genesis	3.02
10	Cheri	3.00
11	Penthouse	2.94
12	Gallery	2.90
13	Oui	2.76
14	Players	2.74
15	Playboy	2.01
16	Forum	1.99

	Total Revenue (ad rev. + circ. rev.)	($000)
1	Playboy	188,737
2	Penthouse	165,491
3	Hustler	47,812
4	Club	19,925
5	Oui	19,900
6	Gallery	17,404
7	High Society	16,623
8	Cheri	15,196
9	Forum	12,236
10	Genesis	10,687
11	Velvet	8,179
12	Club International	7,789
13	Swank	7,728
14	Players	6,860
15	Eros	6,422
16	Chic	6,236
	Total	**557,225**

	Total Rev. Growth (1981/1982)	(%)
1	Swank	15.4
2	Penthouse	6.3
3	High Society	5.9
4	Club	3.3
5	Cheri	-0.7
6	Forum	-3.4
7	Club International	-5.9
8	Playboy	-6.0
9	Velvet	-6.1
10	Eros	-8.3
11	Genesis	-9.1
12	Hustler	-10.4
13	Oui	-11.9
14	Gallery	-15.7
15	Chic	-18.5
16	Players	n.e.*

	Avg. Total Pgs./Copy (ad pages + edit. pages)	
1	Playboy	275
2	Penthouse	204
3	Oui	107
4	Forum	103
5	Genesis	100
6	Gallery	86
7	High Society	20
8	Cheri	n.e.*
9	Chic	n.e.*
10	Club	n.e.*
11	Club International	n.e.*
12	Eros	n.e.*
13	Hustler	n.e.*
14	Players	n.e.*
15	Swank	n.e.*
16	Velvet	n.e.*

	Avg. Edit. Pgs./Copy	
1	Playboy	173
2	Penthouse	141
3	Forum	103
4	Genesis	100
5	Oui	83
6	Gallery	75
7	High Society	9
8	Cheri	n.e.*
9	Chic	n.e.*
10	Club	n.e.*
11	Club International	n.e.*
12	Eros	n.e.*
13	Hustler	n.e.*
14	Players	n.e.*
15	Swank	n.e.*
16	Velvet	n.e.*

*n.e. = not estimated

(Advertisement)

Within the Men's Entertainment market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Oui
Penthouse
Playboy

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue to qualify for the 400, including the following audited magazine: *Gentleman's Companion* and approximately 3 non-audited magazines that accept advertising.

Cheri

Cheri Enterprises, Inc.
215 Lexington Avenue
New York, New York 10016
Published monthly

Publisher: C.B. Lucci

Member: ABC

Chic

Chic Magazine, Inc.
2029 Century Park East
Suite 3800
Los Angeles, CA 90067
(213) 556-9200
Published monthly

Advertising Director: Donald S. Gordon

Editorial Description: Chic is a men's magazine with emphasis on literary, graphic and photographic trends. Articles and essays deal with contemporary, political, social and cultural issues. There are nude pictorials in each issue. Each issue begins with a trend-spotting "Odds & Ends," section, an omnibus of short items about clothes, food, politics, the arts, ethnicity, sports, new products. Also cartoons by American and French cartoonists.

Member: ABC

Club

Fiona Press Incorporated
22 Commerce Road
Newtown, Connecticut 06470
(203) 426-0400
Published monthly

Publisher: Don J. Annis

Editorial Description: Club devotes itself to the subjects of sex, lifestyles and humor, with occasional additions of rude comment. Interviews, service features, irreverent cartoons, exotic cars, as well as reviews and analyses of sports, music, movies and

Figures are FOLIO estimates for the calendar year 1982.

Men's entertainment (continued)

Avg. Subscrip. Circ.

1	Playboy	2,527,100
2	Penthouse	223,584
3	Oui	93,812
4	Forum	40,711
5	Hustler	25,147
6	Gallery	21,359
7	Club	11,379
8	Chic	3,814
9	Cheri	3,172
10	Players	2,585
11	Genesis	2,054
12	Club International	1,702
13	Eros	0
14	High Society	0
15	Swank	0
16	Velvet	0
	Total	**2,956,419**

Subscription Growth
(1981/1982) (%)

1	Club International	52.8
2	Club	36.6
3	Playboy	5.4
4	Genesis	4.1
5	Eros	0.0
6	High Society	0.0
7	Swank	0.0
8	Velvet	0.0
9	Penthouse	-3.4
10	Gallery	-16.0
11	Hustler	-19.0
12	Chic	-25.2
13	Forum	-25.2
14	Oui	-42.9
15	Cheri	n.e.*
16	Players	n.e.*

Net Chg. Subscriptns.
(1981/1982) (Subs.)

1	Playboy	129,332
2	Cheri	3,172
3	Club	3,048
4	Club International	934
5	Genesis	80
6	Eros	0
7	High Society	0
8	Swank	0
9	Velvet	0
10	Chic	-1,288
11	Gallery	-4,067
12	Hustler	-5,915
13	Penthouse	-7,834
14	Forum	-13,682
15	Oui	-70,403
16	Players	n.e.*
	Total	**33,377**

Average Sub. Price ($)

1	Hustler	31.69
2	Cheri	30.00
3	Chic	29.19
4	Club International	26.84
5	Club	25.34
6	Genesis	25.00
7	Players	25.00
8	Penthouse	24.10
9	Gallery	21.17
10	Oui	19.68
11	Playboy	17.39
12	Forum	17.25
13	Eros	0.00
14	High Society	0.00
15	Swank	0.00
16	Velvet	0.00

Sub. Revenue ($000)

1	Playboy	43,942
2	Penthouse	5,387
3	Oui	1,846
4	Hustler	797
5	Forum	702
6	Gallery	452
7	Club	288
8	Chic	111
9	Cheri	95
10	Club International	73
11	Players	65
12	Genesis	51
13	Eros	0
14	High Society	0
15	Swank	0
16	Velvet	0
	Total	**53,809**

Sub. Rev. Growth
(1981/1982) (%)

1	Velvet	100.0
2	Club International	64.8
3	Club	38.6
4	Playboy	10.1
5	Genesis	4.8
7	Eros	0.0
8	High Society	0.0
10	Swank	0.0
11	Penthouse	-1.5
12	Forum	-10.9
13	Hustler	-12.8
14	Gallery	-16.6
15	Chic	-20.5
16	Oui	-22.4
15	Cheri	n.e.*
16	Players	n.e.*

Newsstand Revenue ($000)

1	Penthouse	132,298
2	Playboy	68,776
3	Hustler	47,015
4	Club	19,637
5	High Society	16,623
6	Gallery	16,417
7	Oui	15,539
8	Cheri	15,101
9	Forum	11,534
10	Genesis	10,636
11	Club International	8,717
12	Velvet	8,179
13	Swank	7,728
14	Players	6,660
15	Eros	6,422
16	Chic	6,124
	Total	**397,406**

Nwstd. Rev. Growth
(1981/1982) (%)

1	Swank	15.4
2	Penthouse	10.9
3	High Society	3.8
4	Club	2.9
5	Cheri	-1.3
6	Forum	-2.9
7	Velvet	-4.6
8	Club International	-6.3
9	Eros	-8.3
10	Genesis	-9.2
11	Hustler	-10.3
12	Oui	-12.1
13	Gallery	-15.9
14	Playboy	-16.7
15	Chic	-18.5
16	Players	n.e.*

*n.e. = not estimated

television trends make up the nucleus of this young-thinking magazine directed to an audience of trend-setting men.

Member: ABC

Primary SRDS Classification No.: 43B

Club International

Fiona Press Incorporated
22 Commerce Road
Newtown, Connecticut 06470

Member: ABC

Eros

Eros Publications, Inc.
Division Street
Derby, Connecticut 06418
(203) 735-3381
Published monthly

Rate Information:
Rates as of rate card No.2.

Freq.	BW	4C
1X	1,400	2,500

Advertising Data:
- 47% of all advertising space is full page ads.
- 31% of all space is run in full color.
- 68 advertisers placed 1/6 or more in 1982.
- 57 advertisers ran 6X or more in 1982.

Forum

Penthouse International, Ltd.
909 Third Avenue
New York, New York 10022
(212) 593-3301
Published monthly

Publisher: Bob Guccione
Advertising Director: Leslie Moses
Other key contacts: Albert Freedman, Co-Publisher; Kathy Keeton, Vice Chairman

Editorial Description: Forum explores human relationships, sifting through an array of sexual and emotional options. Forum features articles written by sexologists and therapists, as well as an outspoken letters column. Features chronicling the cultural and social events of today appear regularly, along with interviews and case histories concerning human behavior.

Member: ABC
Rate Information:
Rates as of rate card No.5, dated 12/82.

Freq.	BW	4C
1X	2,000	3,000
6X	1,900	2,850
12X	1,800	2,700

Rate Base: 500,000 as of 12/82.

Advertising Data:
- 94% of all advertising space is full page ads.
- 31% of all space is run in full color.
- 100% advertisers placed 1/6 or more in 1982.
- 85% advertisers ran 6X or more in 1982.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Mail order	54.69	48%
2. Toiletries	14.40	13%
3. Publishing	12.50	11%
4. Automotive	10.00	9%
5. Jewelry	5.50	5%
All others	15.88	14%
Total Ad Pages	112.97	100%

Figures are FOLIO estimates for the calendar year 1982.

Men's entertainment (continued)

Avg. Newstnd. Circ. (copies sold/issue)

1	Penthouse	3,674,942
2	Playboy	2,149,244
3	Hustler	1,119,415
4	Club	503,508
5	Oui	478,856
6	Forum	470,793
7	Gallery	463,748
8	Cheri	426,589
9	High Society	421,046
10	Genesis	293,000
11	Club International	228,784
12	Velvet	212,448
13	Players	201,830
14	Swank	183,998
15	Eros	167,250
16	Chic	158,254
	Total	11,153,705

Newsstand Growth ('81/'82: copies sold/issue) (%)

1	Eros	7.4
2	Velvet	4.1
3	Swank	-1.8
4	Club	-6.6
5	High Society	-6.9
6	Cheri	-7.5
7	Penthouse	-7.6
8	Genesis	-11.3
9	Club International	-12.9
10	Hustler	-13.9
11	Gallery	-15.9
12	Forum	-16.8
13	Oui	-18.8
14	Playboy	-20.7
15	Chic	-25.4
16	Players	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)

1	Cheri	-34,367
2	Genesis	-37,283
3	Chic	-54,015
4	Gallery	-87,498
5	Forum	-95,045
6	Oui	-110,654
7	Eros	-155,708
8	Hustler	-180,944
9	Swank	-187,317
10	Velvet	-204,132
11	Club International	-262,646
12	Penthouse	-300,568
13	High Society	-452,114
14	Club	-539,059
15	Playboy	-560,428
16	Players	n.e.*
	Total	-3,261,778

Avg. Nwstd. Price ($)

1	Hustler	3.50
2	Swank	3.50
3	Velvet	3.50
4	High Society	3.29
5	Club	3.25
6	Chic	3.23
7	Eros	3.20
8	Club International	3.18
9	Genesis	3.03
10	Cheri	3.00
11	Penthouse	3.00
12	Gallery	2.95
13	Oui	2.95
14	Players	2.75
15	Playboy	2.67
16	Forum	2.04

*n.e. = not estimated

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Features	624	50%
2. Letters	240	20%
3. Adviser	186	16%
4. News Items	84	7%
5. Columns	72	2%
All others	24	2%
Total Edit. Pages	1230	100%

Primary SRDS Classification No.: 27A

Average Ad/Edit. Ratio: 7/93

Market Research Available: 1982 Fall MRI

Syndicated Research: MRI

Gallery

Montcalm Publishing
800 Second Avenue
New York, New York 10017
(212) 986-9600
Published monthly

Publisher: Leon Garry
Advertising Director: Rachel Britapaja

Editorial Description: Gallery is a magazine that spans interest areas for the contemporary young man, reflecting a point of view that is in keeping with the changing nature of male-female relationships in our society. Gallery contains serious and provocative articles, candid interviews, fiction, humor, coverage of the arts, and monthly photographic portfolios of beautiful women.

Member: ABC
Rate Information:
Rates as of rate card No.10, dated 2/83.

Freq.	BW	4C
1X	3,185	4,780
6X	18,154.50	27,246
12X	34,398	51,624

Rate Base: 500,000 as of 2/83.

Advertising Data:
- 11.3% of all advertising space is full page ads.
- 3.5% of all space is run in full color.
- 69% advertisers placed 1/6 or more in 1982.
- 38% advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Combination buy with Rod Serling Twilight Zone Magazine.

Special rate cards available: Mail order

Demographic or Regional Editions: Regional space available providing the space is run in 18 states or more.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Tobacco	48	10%
2. Electronics	3	.01%
3. Fashion	5	.01%
4. Swimwear	5	.01%
All others	416	87%
Total Ad Pages	477	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Pictorial	540	60%
2. Investigative	108	12%
3. Entertainment	96	11%
4. Fiction	84	9%
5. Service feature	48	5%
All others	21	3%
Total Edit. Pages	897	100%

Primary SRDS Classification No.: 30

Market Research Available: In-depth research, Gallery magazine, sample size 1,000.

Syndicated Research: MRI

Genesis

Cycle Guide Publications, Inc.
770 Lexington Avenue
New York, New York 10021
(212) 486-8430
Published monthly

Publisher: Rocky Aoki
Advertising Director: Joseph Fierro

Editorial Description: Genesis is a magazine designed to help our male audience "celebrate the good life." The editorial direction is positive, upbeat and humorous. Editorial content includes serious feature articles; photo interviews with personalities; profiles; humor; and reportage on events on interest to the young American male. Photo essays of beautiful women are included in every issue. Consumer products such as cars and cycles are covered in regular service features. Other products, liquor, cameras, sports equipment, watches, jewelry, tobacco, etc. are also presented in photographed features.

Member: ABC
Rate Information:
Rates as of rate card No.10, dated 6/83.

Freq.	BW	4C
1X	2,300	3,300
6X	2,070	2,970
12X	1,955	2,805

Rate Base: 300,000 as of 6/83.

Advertising Data:
- 85% of all advertising space is full page ads.
- 90% of all space is run in full color.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Entertainment	516	43%
2. General Interest	330	27.5%
3. Service feature	108	9%
4. Interview	60	5%
5. Viewpoint/opinion	24	2%
All others	162	13.5%
Total Edit. Pages	1200	100%

Primary SRDS Classification No.: 30

Average Ad/Edit. Ratio: 14/86

Other Subscriber Research: Ed Bass and Associates

High Society

Drake Publishers, Inc.
801 Second Avenue
New York, New York 10017
(212) 661-7878
Published monthly

Publisher: Gloria Leonard
Advertising Director: Frank Ward

Member: ABC

Figures are FOLIO estimates for the calendar year 1982.

Rate Information:
Rates as of rate card No.5

Freq.	BW	4C
1X	3,000	4,000
6X	2,850	3,800
12X	2,700	3,600

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Sex related products	114	90%
2. Movies	12	10%
Total Ad Pages	126	100%

Top 1982 Editorial Categories:

	Edit. Pgs.
1. Monthly interviews	60
2. Letters to Editor	24
3. Movie Reviews	24
Total Edit. Pages	108

Average Ad/Edit. Ratio: 10/90

Hustler

Larry Flynt Publications, Inc.
2029 Century Park East
Los Angeles, California 90067
(213) 556-9200
Published monthly

Publisher: Larry Flynt
Advertising Director: Donald S. Gordon

Editorial Description: Hustler features authors, artists, photographers and cartoonists who explore both seriously and with satirical, irreverent humor the social and sexual mores of contemporary society. Hustler offers interviews, profiles, exposes, articles, investigative pieces and humor on a variety of people and subjects, focusing on the more controversial issues of our day, along with regular columns of film and book reviews, advice, reader letters, jokes and information on matters sexual and social. Hustler also offers portfolios of women and men.

Member: ABC
Rate Information:
Rates as of rate card dated 1/82.

Freq.	BW	4C
1X	10,000	14,000

Primary SRDS Classification No.: 30

Oui

Laurant Publishing, Ltd.
300 West 43rd Street
New York, New York 10036
(212) 397-5200
Published monthly

Publisher: Henry McQueeney
Advertising Director: Richard H. Walker

Editorial Description: Oui is a young men's magazine edited with special emphasis toward bettering relationships between men and women. Oui also offers articles on personalities, has special sections on sports and music, and tips on personal finances and sexual relations.

Member: ABC
Rate Information:
Rates as of rate card No.3, dated 2/83.

Freq.	BW	4C
1X	5,470	8,600
6X	5,196.50	8,170
12X	4,923	7,740

Rate Base: 575,000 as of 2/83.

Advertising Data:
- •90% of all advertising space is full page ads.
- •85% of all space is run in full color.
- •80 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Oui/Blueboy

Special rate cards available: Mail order and Book publishers

Demographic or Regional Editions: Contiguous states with minimum combined circulation of 100,000.

	Ad Pgs.	Pct.
Total Ad Pages	911.60	100%

Primary SRDS Classification No.: 30

Average Ad/Edit. Ratio: 20/80

Syndicated Research: Simmons

Subscriber Demographics:
•Conducted by: Simmons
•Date: 1982

A. Age Breakdown:	
18-24	35.4%
25-34	35.7%
35-44	14.1%
45-54	6.2%
55+	8.7%
Median Age	29.2
B. Male/Female Composition:	
Male	84.9%
Female	16.1%
C. Household Income:	
Under $10,000	9.7%
$10,000-14,999	21.7%
$15,000-19,999	13.1%
$20,000-24,999	15.8%
$25,000+	44.6%
Median Income	$21,726
D. Occupation:	
Mgr./Admin.	11.4%
Prof./Tech.	11.4%
Cler./Sales	16.9%
Other Emp.	30.3%
Not Emp.	16.2%
E. Educational Level:	
Not H.S. Grad.	4.0%
H.S. Grad.	80.9%
1-3 Yrs. College	27.6%
Coll. Grad.	9.3%

Penthouse

Penthouse International
909 Third Avenue
New York, New York 10022
(212) 593-3301

See complete media profile in the *Men's Lifestyle* market analysis section.

Playboy

Playboy Enterprises, Inc.
919 North Michigan Avenue
Chicago, Illinois 60611
(312) 751-8000

See complete media profile in the *Men's Lifestyle* market analysis section.

Players

Players International Publications
8060 Melrose Avenue
Los Angeles, California 90046
(213) 653-8060
Published monthly

Editorial Description: Players is a black men's magazine edited for the modern urban male featuring current fiction, articles, humor, interviews, fashion, gifts, automobiles, stereo equipment, travel, books, dining, sports, entertainment, photography, art and beautiful black women. It identifies "the good life" with attractive black men and women enjoying plush resorts, restaurants, homes, wines, food, clothing, cars and entertainment as a natural life style. Players recognizes social, economic and cultural factors uniquely black and acknowledges achievement by young black men and women.

Rate Information:
Rates as of rate card No.106, dated 1/80.

Freq.	BW	4C
1X	1,400	2,200
6X	1,330	2,090
12X	1,260	1,980

Rate Base: 200,000 as of 12/82.

Advertising Data:
- •66% of all advertising space is full page ads.
- •70% of all space is run in full color.
- •20 advertisers placed 1/6 or more in 1982.
- •15 advertisers ran 6X or more in 1982.

Special rate cards available: Mail order on rate card

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Tobacco	25	37.31%
2. Liquor	8	11.94%
3. Beauty products	6	8.95%
4. Services	4	5.97%
All others	24	35.82%
Total Ad Pages	67	99.9%

Primary SRDS Classification No.: 30

Average Ad/Edit. Ratio: 10/90

Swank

Swank Magazine Corporation
888 Seventh Avenue
New York, New York 10106
(212) 541-7100
Published monthly

Publisher: Charles Goodman
Advertising Director: John Dee

Editorial Description: Swank features interviews with political, sports and entertainment figures; investigative reporting on general interest subjects; articles on humor, sex, and consumer topics; and monthly columns on food, wine, travel, stereo equipment, records, fashion, new products and the automotive scene. Each issue highlights three to four photo essays on beautiful women.

Member: ABC
Rate Information:
Rates as of rate card No.6, dated 2/82.

Freq.	BW	4C
1X	1,764	2,296
6X	1,640	2,135
12X	1,600	2,100

(continued on page 477)

Figures are FOLIO estimates for the calendar year 1982.

Men's lifestyle

Ad Pages

1	Gentlemen's Quarterly	1,341
2	Playboy	1,227
3	Esquire	779
4	Penthouse	758
5	Oui	261
	Total	**4,366**

Ad Pages Growth

(1981/1982) (%)

1	Esquire	45.8
2	Gentlemen's Quarterly	0.3
3	Oui	0.1
4	Penthouse	-8.9
5	Playboy	-12.1

Net Chg. Ad Pages

(1981/1982)

1	Esquire	245
2	Gentlemen's Quarterly	5
3	Oui	0
4	Penthouse	-74
5	Playboy	-169
	Total	7

Avg. Ad Pages/Copy

1	Gentlemen's Quarterly	112
2	Playboy	102
3	Esquire	65
4	Penthouse	63
5	Oui	24

Ad Revenue

($000)

1	Playboy	76,018
2	Penthouse	27,806
3	Esquire	13,250
4	Gentlemen's Quarterly	12,947
5	Oui	2,515
	Total	**132,536**

Ad Revenue Growth

(1981/1982) (%)

1	Esquire	66.2
2	Gentlemen's Quarterly	22.7
3	Oui	0.0
4	Playboy	-3.0
5	Penthouse	-8.5

Net Chg. Ad Revenue

(1981/1982) ($000)

1	Esquire	5,278
2	Gentlemen's Quarterly	2,399
3	Oui	0
4	Playboy	-2,356
5	Penthouse	-2,570
	Total	2,751

Avg. Ad Rev./Copy

($)

1	Gentlemen's Quarterly	2.03
2	Esquire	1.65
3	Playboy	1.35
4	Penthouse	0.59
5	Oui	0.40

Average Circulation

1	Playboy	4,676,344
2	Penthouse	3,898,525
3	Esquire	668,057
4	Oui	572,668
5	Gentlemen's Quarterly	530,848
	Total	**10,346,442**

Avg. Circ. Growth

(1981/1982) (%)

1	Gentlemen's Quarterly	16.0
2	Esquire	2.2
3	Penthouse	-7.3
4	Playboy	-8.4
5	Oui	-24.0

Net Chg. Avg. Circ.

(1981/1982)

1	Gentlemen's Quarterly	73,275
2	Esquire	14,449
3	Oui	-181,057
4	Penthouse	-308,401
5	Playboy	-431,096
	Total	**-832,830**

Avg. Circ. Rev./Copy

($)

1	Penthouse	2.94
2	Oui	2.76
3	Playboy	2.01
4	Gentlemen's Quarterly	1.97
5	Esquire	1.22

(Advertisement)

Within the Men's Lifestyle market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Esquire
Oui
Playboy
Gentlemen's Quarterly
Penthouse

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publications in this market have commissioned SMRB to provide subscriber or newsstand studies:

Gentlemen's Quarterly

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

PLAYBOY

FACT:

PLAYBOY men attend health clubs more often than the men who read Sports Illustrated or People.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Men's lifestyle (continued)

Total Revenue
(ad rev. + circ. rev.)

		($000)
1	Playboy	188,737
2	Penthouse	165,491
3	Gentlemen's Quarterly	25,467
4	Esquire	22,991
5	Oui	19,900
	Total	**422,586**

Total Rev. Growth
(1981/1982)

		(%)
1	Esquire	34.4
2	Gentlemen's Quarterly	24.5
3	Penthouse	6.3
4	Playboy	-6.0
5	Oui	-11.9

Avg. Total Pgs./Copy
(ad pages + edit. pages)

1	Playboy	275
2	Gentlemen's Quarterly	221
3	Penthouse	204
4	Esquire	126
5	Oui	107

Avg. Edit. Pgs./Copy

1	Playboy	173
2	Penthouse	141
3	Gentlemen's Quarterly	109
4	Oui	83
5	Esquire	61

Avg. Subscrip. Circ.

1	Playboy	2,527,100
2	Esquire	558,025
3	Penthouse	223,584
4	Gentlemen's Quarterly	191,493
5	Oui	93,812
	Total	**3,594,014**

Subscription Growth
(1981/1982)

		(%)
1	Gentlemen's Quarterly	12.8
2	Playboy	5.4
3	Esquire	4.1
4	Penthouse	-3.4
5	Oui	-42.9

Net Chg. Subscriptns.
(1981/1982)

		(Subs.)
1	Playboy	129,332
2	Esquire	21,930
3	Gentlemen's Quarterly	21,782
4	Penthouse	-7,834
5	Oui	-70,403
	Total	**94,807**

Average Sub. Price

		($)
1	Penthouse	24.10
2	Oui	19.68
3	Gentlemen's Quarterly	17.53
4	Playboy	17.39
5	Esquire	12.72

Sub. Revenue

		($000)
1	Playboy	43,942
2	Esquire	7,100
3	Penthouse	5,387
4	Gentlemen's Quarterly	3,357
5	Oui	1,846
	Total	**61,632**

Sub. Rev. Growth
(1981/1982)

		(%)
1	Esquire	12.5
2	Gentlemen's Quarterly	11.7
3	Playboy	10.1
4	Penthouse	-1.5
5	Oui	-22.4

Newsstand Revenue

		($000)
1	Penthouse	132,298
2	Playboy	68,776
3	Oui	15,539
4	Gentlemen's Quarterly	9,163
5	Esquire	2,641
	Total	**228,417**

Nwstd. Rev. Growth
(1981/1982)

		(%)
1	Gentlemen's Quarterly	32.6
2	Penthouse	10.9
3	Esquire	-6.4
4	Oui	-12.1
5	Playboy	-16.7

Avg. Newstnd. Circ.
(copies sold/issue)

1	Penthouse	3,674,942
2	Playboy	2,149,244
3	Oui	478,856
4	Gentlemen's Quarterly	339,512
5	Esquire	110,032
	Total	**6,752,586**

Newsstand Growth
('81/'82: copies sold/issue)

		(%)
1	Gentlemen's Quarterly	17.9
2	Esquire	-6.4
3	Penthouse	-7.6
4	Oui	-18.8
5	Playboy	-20.7

Net Chg. Newsstand
('81/'82: copies sold/issue)

1	Gentlemen's Quarterly	51,650
2	Esquire	-7,481
3	Oui	-110,654
4	Penthouse	-300,568
5	Playboy	-560,428
	Total	**-927,481**

Avg. Nwstd. Price

		($)
1	Penthouse	3.00
2	Oui	2.95
3	Playboy	2.67
4	Gentlemen's Quarterly	2.25
5	Esquire	2.00

(Advertisement)

This is the Age of the Dimensional Man, and the Dimensional Man is Every Man

Marketers are losing sales and profits because of their failure to recognize the simple truth: more men are prospects for more different products today than ever before in history. By slavishly sticking to standard demographic cubby-holing and overlooking the changes taking place in men's lifestyles marketers may be overlooking an incremental 10-20% or more in sales which could be the difference between success or failure.

Historically, men's lifestyles have been stratified by:

a) age and marital status
b) income and social economic factors
c) educational and career levels
d) hobbies and personal interest

Thus it was easy for editors, publishers, marketers and advertisers to focus on specific targets for their wares, be they magazines or other products or services.

Magazines tended to focus on a single dimension of men's interests or on the relatively limited dimension of a single group or type of man. There were business magazines, literary magazines, do-it-yourself magazines and "titillating" magazines to name a few.

Over the past few decades a number of forces have combined to blur the edges of these convenient demographic cubby-holes, presenting marketers and publishers with both problems and opportunities.

What are these forces which wreak havoc on old time demographics?

1. The trend toward equality of the sexes, in education, employment, sex, and responsibility for their lives. Why go to the trouble of reaching just men or women when either or both are prospects? Does the lady doctor, baseball player or violinist have such different needs from her male counterpart or for that matter does the house husband?

2. Changes in our sexual mores may be having the most obvious effects on lifestyle. Couples living together don't spend exactly the way marrieds do. Ten single-parent households consume some products at different rates than ten dual parent households. (Are there ten left anywhere?) Late marriage, smaller families, couples separating and divorcing after

(continued...)

Figures are FOLIO estimates for the calendar year 1982.

Magazine Profiles

Esquire

13-30 Corporation
2 Park Avenue
New York, New York 10016
(212) 561-8100
Published monthly

Publisher & Advertising Director: Alan Greenberg

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's soceity. Each issue delivers practical information and counsel on a broad range of relevant subjects: business, politics, health and fitness, sports and the arts. Also, fashion, personal profiles and fiction.

Member: ABC
Rate Information:
Rates as of rate card No.69, dated 1/83.

Freq.	BW	4C
1X	12,900	19,300
6X	74,304	111,168
12X	142,416	213,072
As of 10/83		
1X	13,900	28,000
6X	80,064	161,280
12X	153,456	309,120

Rate Base: 650,000

Primary SRDS Classification No.: 30

Average Ad/Edit Ratio: 44/56

Market Research Available: Video Cassette Recorder Owner Survey, Media Research Associates, 2,497 sample size.

Subscriber Demographics:
- Conducted by: Erdos and Morgan
- Date: September 1982- December 1982
- Sample size: 1,536
- Cooperation/Return rate: 52%
- Data collection method: Mail

A. Age Breakdown:

18-24	8.9%
25-34	35.9%
35-44	21.3%
45-54	11.5%
55+	22.4%

B. Male/Female Composition:

Male	78.1%
Female	21.9%

C. Household Income:

Under $10,000	6.6%
$10,000-14,999	6.8%
$15,000-19,999	8.6%
$20,000-24,999	10.8%
$25,000-34,999	20.7%
$35,000-49,999	18.9%
$50,000+	27.6%
Median Income	$33,347

D. Occupation:

Mgr. /Admin.	31.1%
Prof/Tech	26.8%
Cler/Sales	7.6%
Other Emp.	13.3%
Not Emp.	21.2%

E. Educational Level:

Not H.S. Grad.	5.1%
H.S. Grad.	14.4%
1-3 Yrs. College	23.9%
Coll. Grad.	20.2%
Post Grad.	36.4%

F. Purchasing and Ownership Indicators:
- 41% own an imported car.
- 68% own a cassette tape recorder.
- 59% own a 35mm camera.
- 48% went jogging in the past year.
- 27% belong to an athletic club.
- 42% bought blank audio tape cassettes in the past 6 months.
- 46% took a foreign trip in the past 3 years.
- 89% entertain at home in an average month.
- 50% own corporate stock.
- 37% bought gold jewelry in the past year.

Gentlemen's Quarterly

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8800
Published monthly

Publisher: Steven Florio
Advertising Director: Lee Cashin
Other key contacts: Anne L. Holton, Marketing Director; Elisabeth Wall, Executive Editor-Business.

Editorial Description: Gentlemen's Quarterly is a magazine devoted to the contemporary lifestyle interests of urban men. Each issue explores the current and trend-setting aspects of men's fashion, grooming, apartment and home decor, "in" places, theatre, films, art, stereo and records, travel, automobiles, food and drink, and outdoor activities like golf, tennis, skiing and boating. Additional features are devoted to personality profiles.

Member: ABC
Rate Information:
Rates as of rate card No.58, dated 2/83.

Freq.	BW	4C
1X	8,480	12,700
6X	7,971	11,938
12X	7,462	11,176

Rate Base: 450,000 as of 2/83.

Advertising Data:
- 80% of all advertising space is full page ads.
- 85% of all space is run in full color.

(Advertisement)

The Men's Lifestyle Market: *(continued...)*

years of marriage all effect important changes in the purchase rates of a wide range of products and services.

3. Advances in education, have been working on lifestyles in the U.S. for the past 200 years, but at accelerating rates. Though Johnny may not be able to read at the level of the Great Books, audio visual education, formal and informal, is making him much better educated in some respects than his forebears.

4. Economic growth and the long term trend toward broader distribution of income are also important factors. Inflation and current unemployment aside, more Americans own more real wealth than ever before.

5. The impact of technology on our everyday lives also has been tremendous, enabling the diligent to accomplish so much more in less time, but even permitting the dilittante to pursue a myriad of other interests. Thus we see these forces impacting men's lifestyles:

— relieving them of being sole support of the family;
— freeing some men from the traditional responsibilities of head of household;
— having to compete with women in business, politics, arts, education, and even sports;
— contending with women who make sexual demands, treat males as sexual objects and in some cases only a biological necessity for their single motherhood;
— late marriage, the ease of obtaining a divorce and the diminishing of any stigma connected even with multiple divorces.

Technology has made the high school grad with specialized high tech training capable of earning $30M or more in a wide range of industries. The earning power of the traditional plumber, electrician, carpenter, etc., is legendary. Today's blue collar will almost certainly have a designer's signature for it.

Income, education, technology and more free time mean a broadening of interests, culturally too. Educators and intellectuals may argue that the general cultural level has suffered as a result of television, the number of hours viewed and the quality of programming; nevertheless there can be no denying that ballet, opera and classical music are being enjoyed by more people today than ever before in history — at least in part due to the exposure of these art forms on the TV.

(continued...)

Figures are FOLIO estimates for the calendar year 1982.

Special rate cards available: Mail order and Retail

Top 1982 Advertising Categories:

	Ad Pgs.
1. Apparel	498.98
2. Retail	186.77
3. Toiletries	158.14
4. Liquor	102.39

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Men's Apparel	554.6	46.7%
2. Books, music, etc.	101.1	8.5%
3. Travel	100.4	8.5%
4. Toiletries	80.1	6.7%
5. Entertainment	75.7	6.4%
All others	30.65	23.2%
Total Edit. Pages	942.55	100%

Primary SRDS Classification No.: 30

Average Ad/Edit. Ratio: 50/50

Subscriber Demographics:
•Conducted by: SMRB
•Date: October 1982
•Sample size: 3,740
•Cooperation/Return rate: 57.4%
•Data collection method: Mail

A. Age Breakdown:

18-24	42.9%
25-34	39.3%
35-44	12.7%
45-54	3.3%
55 +	1.7%
Median Age	26.4

B. Male/Female Composition:

Male	100%
Female	0%

C. Household Income:

Under $10,000	4.5%
$10,000-14,999	5.1%
$15,000-19,999	7.7%
$20,000-24,999	11.3%
$25,000-34,999	19.5%
$35,000-49,999	21.4%
$50,000 +	30.5%
Median Income	$36,315

D. Occupation:

Mgr. /Admin.	16.8%
Prof/Tech	21.3%
Cler/Sales	22.3%
Other Emp.	20.5%
Not Emp.	17.1%
Full-time students	12.5%

E. Educational Level:

Not H.S. Grad.	1.1%
H.S. Grad.	23.9%
1-3 Yrs. College	35.3%
Coll. Grad.	22.1%
Post Grad.	17.5%

F. Purchasing and Ownership Indicators:
•57.2% took a foreign trip in the past 3 years.
•53.2% took domestic airline trips in the past year.
•59.9% bought a sport jacket in the pst year.
•82.9% bought jeans in the past year.
•76.7% bought dress shirts in the past year.
•43.5% bought a winter or all-year suit in the last year.
•76.4% use skin care products.
•54.0% own a 35mm camera.
•76.0% own a color TV.
•39.4% have separate stereo components.

Special rate cards available: Direct response/travel/retail/publishing and International/military.

Demographic or Regional Editions: Regional- New England, Southwestern, Southeastern, North Central, Mid-Atlantic and Western. Metro- New York, Southern California, Northern California and Chicago. State- Texas, Florida.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Liquor	355.70	27%
2. Smoking	179.13	14%
3. Home entertainment	144.03	11%
4. Automotive	119.75	9%
5. Apparel	93.87	7%
All others	402.52	32%
Total Ad Pages	1295	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Articles	364.35	18%
2. Personalities	350.80	17%
3. Humor	349.53	17%
4. Pictorials	332.99	16%
5. Service	240.48	12%
All others	438.89	20%
Total Edit. Pages	2077.04	100%

Primary SRDS Classification No.: 30

Average Ad/Edit. Ratio: 40/60

Syndicated Research: MRI

Other Subscriber Research: The Stereo/Hi-fi Equipment Market, Leslie A. Riffkin & Associates, Inc., 2000 subscribers; The Car-Stereo/Hi-fi Equipment Market, Leslie A. Riffkin & Associates, Inc., 2000 subscribers; The Male Grooming Market, Leslie A. Riffkin & Associates, Inc., 2000 subscribers; The Photo-Equipment Market, Leslie A. Riffkin & Associates, Inc., 2000 subscribers; The Motor-Vehicle Market, Leslie A. Riffkin & Associates, Inc., 2000 subscribers; The Automotive Market, Leslie A. Riffkin & Associates, 2000 subscribers; The Male Apparel Market, Leslie A. Riffkin & Associates, Inc., 2000 subscribers.

(Advertisement)

The Men's Lifestyle Market: *(continued...)*

The efficiencies of printing and marketing soft cover romantic novels can be said to distract readers from better literature. Still we can hope that a counter current effect may also deliver former non-readers to classics marketed the same way.

Our deification of youth and a desire for better health and longer life are selling more than jogging outfits. Better physical condition over a longer life span sustains markets for products that indolence cannot sustain. (In the long run it also delivers larger markets to the geriatric world.)

So let us take a look at some lifestyles which stem from these various factors in something like chronological order:

1. Younger never married: up to age 30 or so, living alone, or with roommate male or female. Hasn't reached full earning power yet but still a good deal of discretionary spending because his responsibilities are less. Less likely to own a house so he rents. Still considers himself an athlete, spends a lot on clothing and entertainment.

2. Married: still the largest and most traditional role for the male — head of household, yet within it many of the factors mentioned previously affect how this segment may function and the individual's value to specific marketers. (Whether or not his wife works and the presence of children are the most obvious factors).

3. Married (non-traditional). A catchall category for:

a) persons living together but with more commitment than younger roommates found alone;

b) for the commuter marriages, ege., she works in Washington or Hollywood, he's on Wall Street or they commute and meet in two separate residences;

c) those married and divorced several times.

4. Formerly married: a growing, sometimes temporary category. The man trying to get used to category 1 after having been in 2, and perhaps headed for 3.

5. Older never married: last but probably not the least important segment for some markets.

So what has all this to do with attracting men to your product? The most succinct summary could be simply to say that the age of the DIMENSIONAL MAN is now, and that the DIMENSIONAL MAN is every man.

If you sell through supermarkets simply take note of

(continued...)

Subscriber Demographics:
- •Conducted by: Leslie A. Riffkin & Associates
- •Date: January 1981
- •Sample size: 2000
- •Cooperation/Return rate: 60.1%
- •Data collection method: Mail

A. Age Breakdown:

18-24	9.8%
25-34	45.9%
35-44	19.8%
45-54	12.1%
55+	12.2%
Median Age	33.7

B. Male/Female Composition:

Male	99%
Female	1%

C. Household Income:

Under $10,000	4.2%
$10,000-14,999	4.7%
$15,000-19,999	9.8%
$20,000-24,999	14.3%
$25,000-34,999	17.6%
$35,000-49,000	20.6%
$50,000+	18.8%
Median Income	$31,280

'M'

Fairchild Publications
Division of Capital Cities Media Inc.
7 East 12th Street
New York, New York 10003
(212) 741-4390
Published monthly

Publisher: Gene Fahy
Advertising Director: Michelle Sonkin
Other Key Contacts: Tom Moran, Assistant Publisher

Member: ABC
Rate Information:
Rates as of rate card No. 02N, dated 10/83.

Freq.	BW	4C
1X	4,945	7,605
6X	4,700	7,235
12X	4,455	6,850

Rate Base: 75,000 as of 10/83.

Special rate cards available: Retail.

Primary SRDS Classification No.: 30

Average Ad/Edit Ratio: 50/50

Oui

Laurant Publishing, Ltd.
300 West 43rd Street
New York, New York 10036
(212) 397-5200

See complete media profile in the *Men's Entertainment* market analysis section.

Penthouse

Penthouse International
909 Third Avenue
New York, New York 10022
(212) 593-3301
Published monthly

Publisher: Robert Guccione
Advertising Director: Sharon Amanzio
Other key contacts: Nancy Kestenbaum, Carla Edwards: NY Managers

Editorial Description: Penthouse is designed to reflect the two most striking social characteristics of life in our time: the new liberalism in morality and the spread of affluence in our upwardly mobile society. It is sophisticated male entertainment, and its scope ranges from outspoken contemporary comment to stunning photographic essays of today's most beautiful women. Penthouse features leading authors, artists, cartoonists, graphic designers and photographers. Its editorial ranges from topical interviews to informed sociological studies to pointed reportage, from front-rank fiction to humor, from travel to authoritative coverage of the fast-changing scene in men's fashion and grooming.

Member: ABC, BPA
Rate Information:
Rates as of rate card No.17, dated 7/82.

Freq.	BW	4C
1X	24,925	36,960
6X	23,870	35,395
12X	22,815	33,825

Rate Base: 4,000,000 as of 7/82.

Advertising Data:
- •71% of all advertising space is full page ads.
- •56.8% of all space is run in full color.
- •149 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Penthouse/Omni Combo Discount: Penthouse = 2 1/2% off, Omni = 5% off when used in combination, must have 2 inserts in each.

Special rate cards available: Discount: Retail apparel-20% (or volume discount, whichever is greater.)

Demographic or Regional Editions: National: Eastern, Central, Western. Metropolitan: New York, Chicago, Northern California, Southern California, Detroit, Washington DC. Rates for test markets, metro, state editions available upon request.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Tobacco/tob. prod.	173.57	22.9%
2. Beer/wine/liquor	154.22	20.3%
3. Retail/direct mail	136.53	18.0%
4. Home ent. equipment	104.43	13.8%
5. Sprtng gds/motorcycle	51.33	6.8%
All others	138.15	18.2%
Total Ad Pages	758.23	100%

(Advertisement)

The Men's Lifestyle Market: *(continued...)*

the number of men in the stores today. Check their ages; are they buying just beer or exotica or is the cart loaded with all the standard items you'd expect a household to need? Who are they? Single men shopping for themselves, married men shopping for themselves, and their wives, and all the in betweens. More men cook today than ever before; it's prompted or dictated by lifestyle.

Check the crowds at cultural events, not just yesterday's cultured few, but the hoi polloi, the general populace. And not just tickets to events but also records, tapes, video cassettes, and all the equipment to play them sells to all strata of men. The plumber is a ballet fan, the doctor is a rock freak — counter currents of culture brought about by the factors influencing today's lifestyles.

Selling men's fashions? Your options were never better. Men dress for the occasion and there are more different types of occasions than you may know. Moreover, it is difficult to pick out the tycoon from the technician based on 'threads" alone. Eclecticism rules — the winged collar dress shirt is big on campus, and grandfathers wear jeans.

Beer or liquor, health or grooming aids, children's clothes, garden tools, home appliances and furnishings, smoking materials, from aspirin to zwieback, the male components of your markets are bigger, deeper, richer and longer lived than you may know.

Magazines, too, should reflect the multi-dimensional nature of men of all ages today. Single focus magazines may represent natural markets for specific related products, but the magazines which encompass more aspects of the broadening nature of men's interests are more likely to satisfy both reader and marketer. The facts demonstrate that this is the case. Readers show more loyalty, pay more for and are more responsive to magazines which cover more of the subjects that interest them. And it follows naturally that more advertisers from more different categories follow the readers into these broader, lifestyle magazines.

— The preceding information was provided as a service by *Gentlemen's Quarterly Magazine*.
Sources: See the GQ media listing in this market.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Cult. int/lifestyles	338	20%
2. Gen. personalities	338	20%
3. Investigative reporting	338	20%
4. Satire/humor/cartoons	254	15%
5. Amusements	169	10%
All others	254	15%
Total Edit. Pages	1690	100%

Primary SRDS Classification No.: 30

Average Ad/Edit. Ratio: 33/67

Market Research Available: Penthouse/Omni Fragrance & Toiletries Study, Signet Research Inc., November 1980, sample size 1,921. Dynamics of the Video Market, Simmons Market Research Bureau, 12/81, sample size 1,300.

Syndicated Research: Simmons and MRI

Other Subscriber Research: The Penthouse Reader, 1981 Yankelovich, Skelly & White. Sample size: 306 in-depth personal interviews. Questions on ownership of "high ticket" items. (ex: cameras, cars, stereo, VCR, motorcycles etc.) Reader interaction with magazine.

Subscriber Demographics:
- •Conducted by: Simmons Market Research Bureau
- •Date: 10/81-1/82
- •Sample size: 1,300
- •Data collection method: Mail

A. Age Breakdown:

18-24	26.4%
25-34	46.4%
35-44	17.4%
45-49	3.2%
50+	6.7%
Median Age	29.4

B. Male/Female Composition:

Male	95%
Female	5%

C. Household Income:

Under $10,000	6.7%
$10,000-14,999	8.9%
$15,000-19,999	10.8%
$20,000-24,999	13.5%
$25,000-34,999	23.9%
$35,000-49,000	18.8%
$50,000+	17.4%
Median Income	$29,358

D. Occupation:

Mgr../Admin.	17.9%
Prof./Tech.	21.4%
Cler./Sales	13.6%
Other Emp.	33.9%
Not Emp.	11.1%

E. Educational Level:

Not H.S. Grad.	5.6%
H.S. Grad.	23.0%
1-3 Yrs. College	34.6%
Coll. Grad.	20.3%
Post Grad.	16.5%

F. Purchasing and Ownership Indicators:
- •All information based on male readers:
- •10% currently own video cassette recorders.
- •32% plan to purchase a video cassette recorder within the next 12 months.
- •23% currently own video games.
- •17% plan to purchase video games within the next 12 months.
- •17% own/plan to purchase a home computer within the next 12 months.
- •13% own/plan to purchase a video camera within the next 12 months.
- •96% own 1+ passenger vehicle.
- •64% own 2+ passenger vehicle.
- •36% own an imported car.

D. Occupation:

Mgr../Admin.	53.5%
Prof./Tech.	24.5%
Cler./Sales	11.5%
Other Emp.	2.7%
Not Emp.	7.8%

E. Educational Level:

Not H.S. Grad.	6.1%
H.S. Grad.	21.5%
1-3 Yrs. College	29.3%
Coll. Grad.	23.1%
Post Grad.	20%

F. Purchasing and Ownership Indicators:
- •38% own an imported auto.
- •53% own a 35mm SLR camera.
- •87% own audio-visual equipment.
- •94% own a color television.
- •94% own stereophonic equipment.
- •84% own stereo components.
- •70% buy their own sports shirts.
- •83% buy their own jeans.
- •66% buy their own underwear.
- •74% buy their own sport/sweat socks.

Playboy

Playboy Enterprises, Inc.
919 North Michigan Avenue
Chicago, Illinois 60611
(312) 751-8000
Published monthly

Publisher: Hugh M. Hefner
Advertising Director: Henry W. Marks
Other key contacts: Hal Duchin, VP, National Sales; Ed Tashjian, VP, Marketing Services; Joe Mangione, Promotion Director; Harry Rosner, VP, Operations.

Editorial Description: Playboy is a magazine of service and entertainment for men. It is designed to chronicle, interpret and shape contemporary values and lifestyles. Playboy presents ideas in living, self-improvement, technology and psychology. It includes interviews, tasteful pictorals, fiction, humor, men's fashion, travel, sports, food and drink, automobiles and home electronics.

Member: ABC
Rate Information:
Rates as of rate card No.34, dated 1/83.

Freq.	BW	4C
1X	38,510	53,925
6X	37,670	52,580
12X	35,710	49,995

Rate Base: 4,400,000 as of 1/83.

Advertising Data:
- •80% of all advertising space is full page ads.
- •90% of all space is run in full color.
- •20% advertisers placed 1/6 or more in 1982.
- •80% advertisers ran 6X or more in 1982.

SPORTSTYLE

Fairchild Publications
Division of Capital Cities Media, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-5970
Published monthly

Co-publishers: Sara Gold Rafel and John Horan
Advertising Director: Sara Gold Rafel
Other Key Contacts: Suellen Ward, Eastern Sales Mgr.; Ellen Holmes, Western Sales Mgr.; Diane Shelan, Promotion Mgr.

Editorial Description: Sportstyle is devoted to men and women who center their lives around active participation in sporting activities. It reports the inside story on trendsetting people, places and products that embody the active lifestyle. There are regularly appearing fashion spreads, travel articles and personality profiles. Service departments deal with resorts, sports gear, food and bodysense.

Rate Base: 100,000
Special rate cards available: Charter, Retail & Travel (18.5% discount).

Top Five Editorial Categories:
1. Participation sports
2. Sports Apparel, Ftwr. & Gear
3. People Profiles
4. Travel, Vacation, & Business
5. Food & Body Care

Primary SRDS Classification No.: 45

Subscriber research available: Aaron Cohen Marketing Services, Ltd. Sample size: 2,000; response 51.7%.

Subscriber Demographics:
- •Conducted by: Aaron Cohen Marketing Services, Ltd.
- •Date: April 18, 1983.
- •Sample Size: 2,000
- •Cooperation/Return rate: 51.7%
- •Data collection method: Mail.

A. Age Breakdown:

Median Age	30

B. Male/Female Composition:

Male	50.1%
Female	49.9%

C. Household Income:

Median Income	$43,679

D. Occupation:

Mgr./Prof.	67%

E. Educational Level:

Attend./Grad. College	80%

F. Purchasing and Ownership Indicators:
- • Our readers participate in an average of 8.5 sports.
- • 86% plan vacations with sports interests and activities in mind.
- • 70% traveled by air in the past year.
- • 75.7% bought new cars in the past year.
- • 84.1% own cameras.
- • 82.5% own stereo systems.
- • 57.8% belong to clubs.
- • 87.4% consume alcoholic beverages.

Men's service

Ad Pages

1	Popular Mechanics	1,205
2	Popular Science	988
3	Mechanix Illustrated	792
4	The Family Handyman	683
5	New Shelter	388
	Total	**4,056**

Ad Pages Growth (1981/1982)

		(%)
1	The Family Handyman	13.5
2	Popular Science	6.1
3	New Shelter	0.0
4	Mechanix Illustrated	-3.6
5	Popular Mechanics	-4.5

Net Chg. Ad Pages (1981/1982)

1	The Family Handyman	81
2	Popular Science	57
3	New Shelter	0
4	Mechanix Illustrated	-29
5	Popular Mechanics	-57
	Total	**52**

Avg. Ad Pages/Copy

1	Popular Mechanics	100
2	Popular Science	82
3	The Family Handyman	68
4	Mechanix Illustrated	66
5	New Shelter	43

Ad Revenue

		($000)
1	Popular Mechanics	23,406
2	Popular Science	19,738
3	Mechanix Illustrated	15,294
4	The Family Handyman	7,356
5	New Shelter	2,915
	Total	**68,709**

Ad Revenue Growth (1981/1982)

		(%)
1	New Shelter	38.7
2	The Family Handyman	35.9
3	Popular Science	17.4
4	Popular Mechanics	9.4
5	Mechanix Illustrated	-1.8

Net Chg. Ad Revenue (1981/1982)

		($000)
1	Popular Science	2,923
2	Popular Mechanics	2,011
3	The Family Handyman	1,944
4	New Shelter	813
5	Mechanix Illustrated	-281
	Total	**7,410**

Avg. Ad Rev./Copy

		($)
1	Popular Mechanics	1.20
2	Popular Science	0.90
3	Mechanix Illustrated	0.79
4	The Family Handyman	0.66
5	New Shelter	0.54

Average Circulation

1	Popular Science	1,835,652
2	Popular Mechanics	1,623,739
3	Mechanix Illustrated	1,609,838
4	The Fmly. Handyman	1,104,556
5	New Shelter	603,629
	Total	**6,777,414**

Avg. Circ. Growth (1981/1982)

		(%)
1	New Shelter	26.8
2	The Family Handyman	4.6
3	Popular Science	1.6
4	Mechanix Illustrated	-0.3
5	Popular Mechanics	-0.3

Net Chg. Avg. Circ. (1981/1982)

1	New Shelter	127,744
2	The Family Handyman	48,353
3	Popular Science	28,294
4	Popular Mechanics	-4,116
5	Mechanix Illustrated	-4,896
	Total	**195,379**

Avg. Circ. Rev./Copy

		($)
1	New Shelter	1.09
2	The Family Handyman	0.97
3	Popular Science	0.86
4	Popular Mechanics	0.81
5	Mechanix Illustrated	0.72

(Advertisement)

Within the Men's Service market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Family Handyman
New Shelter
Popular Science
Mechanix Illustrated
Popular Mechanics

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

New Shelter

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men buy more designer jeans than the men who read the newsweeklies or sports magazines.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Men's service (continued)

Total Revenue
(ad rev. + circ. rev.) ($000)

1	Popular Mechanics	39,202
2	Popular Science	38,731
3	Mechanix Illustrated	29,158
4	The Family Handyman	17,949
5	New Shelter	8,853
	Total	**133,893**

Total Rev. Growth
(1981/1982) (%)

1	The Family Handyman	34.1
2	New Shelter	30.9
3	Popular Science	4.6
4	Mechanix Illustrated	3.8
5	Popular Mechanics	1.6

Avg. Total Pgs./Copy
(ad pages + edit. pages)

1	Popular Mechanics	195
2	Popular Science	163
3	The Family Handyman	131
4	Mechanix Illustrated	131
5	New Shelter	96

Avg. Edit. Pgs./Copy

1	Popular Mechanics	95
2	Popular Science	81
3	Mechanix Illustrated	65
4	The Family Handyman	63
5	New Shelter	52

Avg. Subscrip. Circ.

1	Popular Science	1,562,535
2	Mechanix Illustrated	1,413,421
3	Popular Mechanics	1,244,686
4	The Fmly. Handyman	1,055,556
5	New Shelter	570,923
	Total	**5,847,121**

Subscription Growth
(1981/1982) (%)

1	New Shelter	28.7
2	The Family Handyman	3.6
3	Popular Science	2.0
4	Popular Mechanics	0.6
5	Mechanix Illustrated	-0.1

Net Chg. Subscriptns.
(1981/1982) (Subs.)

1	New Shelter	127,180
2	The Family Handyman	37,101
3	Popular Science	30,183
4	Popular Mechanics	6,809
5	Mechanix Illustrated	-1,354
	Total	**199,919**

Average Sub. Price
($)

1	New Shelter	9.61
2	The Family Handyman	9.36
3	Popular Science	9.01
4	Popular Mechanics	8.12
5	Mechanix Illustrated	7.31

Sub. Revenue
($000)

1	Popular Science	14,077
2	Mechanix Illustrated	10,329
3	Popular Mechanics	10,110
4	The Family Handyman	9,843
5	New Shelter	5,487
	Total	**49,846**

Sub. Rev. Growth
(1981/1982) (%)

1	New Shelter	35.1
2	The Family Handyman	33.0
3	Mechanix Illustrated	15.3
4	Popular Science	-7.3
5	Popular Mechanics	-10.9

Newsstand Revenue
($000)

1	Popular Mechanics	5,686
2	Popular Science	4,916
3	Mechanix Illustrated	3,535
4	The Family Handyman	750
5	New Shelter	451
	Total	**15,338**

Nwstd. Rev. Growth
(1981/1982) (%)

1	The Family Handyman	32.5
2	New Shelter	3.9
3	Mechanix Illustrated	-0.4
4	Popular Science	-0.7
5	Popular Mechanics	-2.8

Avg. Newstnd. Circ.
(copies sold/issue)

1	Popular Mechanics	379,053
2	Popular Science	273,117
3	Mechanix Illustrated	196,417
4	The Family Handyman	49,000
5	New Shelter	32,706
	Total	**930,293**

Newsstand Growth
('81/'82: copies sold/issue) (%)

1	The Family Handyman	29.8
2	New Shelter	1.8
3	Popular Science	-0.7
4	Mechanix Illustrated	-1.8
5	Popular Mechanics	-2.8

Net Chg. Newsstand
('81/'82: copies sold/issue)

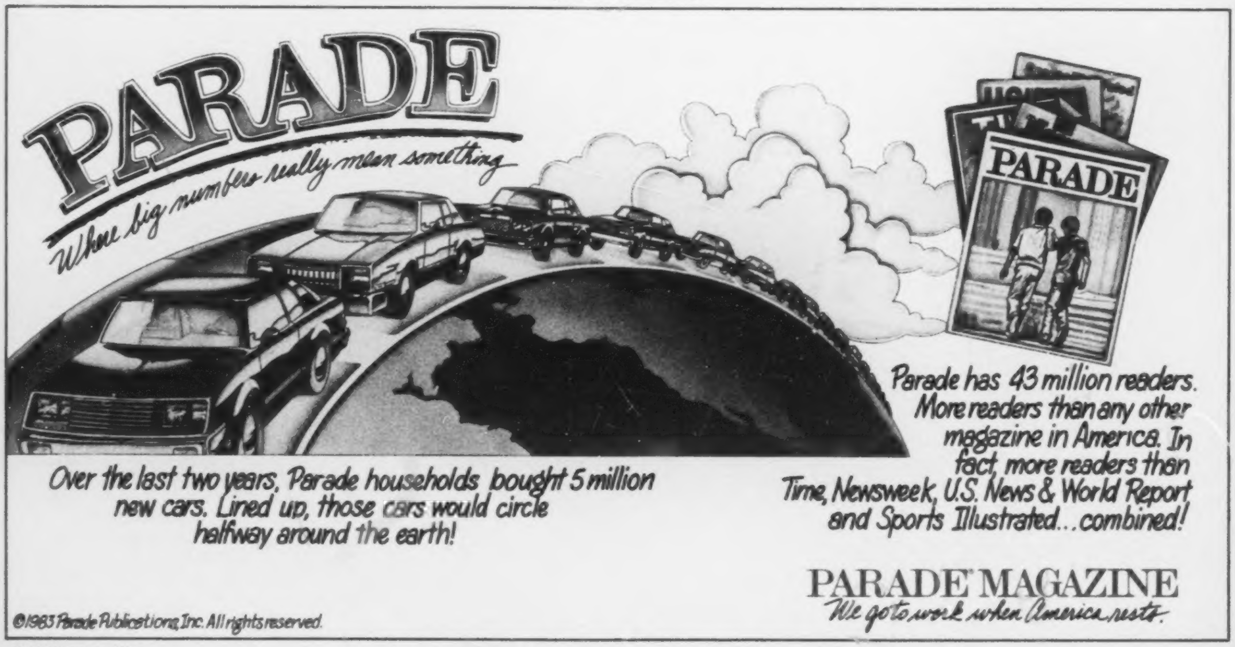
1	The Family Handyman	11,257
2	New Shelter	564
3	Popular Science	-1,890
4	Mechanix Illustrated	-3,542
5	Popular Mechanics	-10,924
	Total	**-4,535**

Avg. Nwstd. Price
($)

1	The Family Handyman	1.50
2	Mechanix Illustrated	1.50
3	New Shelter	1.50
4	Popular Science	1.50
5	Popular Mechanics	1.25

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
When big numbers really mean something
PARADE

Parade has 43 million readers. More readers than any other magazine in America. In fact, more readers than Time, Newsweek, U.S. News & World Report and Sports Illustrated...combined!

Over the last two years, Parade households bought 5 million new cars. Lined up, those cars would circle halfway around the earth!

PARADE MAGAZINE
We go to work when America rests.

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Figures are FOLIO estimates for the calendar year 1982.

Magazine Profiles

The Family Handyman

The Webb Company
199 Shepard Road
St. Paul, Minnesota 55116
(612) 690-7328

See complete media profile in the *Home Service* market analysis section.

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171

See complete media profile in the *Home Service* market analysis section.

Mechanix Illustrated

CBS Publications, Inc.
1515 Broadway
New York, New York 10036
(212) 719-6000
Published monthly

Publisher: Peter P. Hanson
Advertising Director: Ernest J. Renzulli

Editorial Description: Mechanix Illustrated is edited for men and women who are interested in home repair and improvement, automobile buying and servicing. Outdoor how-to is also covered, as it relates to fishing and boating. Mechanix Illustrated specializes in pragmatic articles. It deals not in theory, but in hard news that will affect the reader in a direct way.

Member: ABC
Rate Information:
Rates as of rate card No.52, dated 2/83.

Freq.	BW	4C
1X	19,060	27,020
6X	17,820	25,265
12X	17,155	24,320

Rate Base: 1,600,000 as of 2/83.

Special rate cards available: Mail order and Classified

Demographic or Regional Editions: Regionals: along state lines: minimum circulation, 500,000.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Automotive	119.94	15.1%
2. Cigarettes/tobacco	110.65	14%
3. Business services	109.25	13.8%
4. Building materials	102.59	13%
5. Miscellaneous	79	10%
All others	270.31	34.1%
Total Ad Pages	791.74	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Building	250.2	31.9%
2. Travel/transportation	229.2	29.2%
3. Home furnishing/ management	109.5	14%
4. Gardening/farming	41.3	5.3%
5. Culture/humanities	37.6	4.8%
All others	116	14.8%
Total Edit. Pages	783.8	100%

Primary SRDS Classification No.: 29

Average Ad/Edit. Ratio: 49.4/50.6

Syndicated Research: Simmons & MRI

Other Subscriber Research: 1982 Market Survey of Subscribers, Leslie A. Riffkin & Associates, 1,404 subscribers.

Popular Mechanics

The Hearst Corporation
224 West 57th Street
New York, New York 10019
(212) 262-4284
Published monthly

Publisher: Daniel J. Coleman
Advertising Director: Frank P. Camastro

Editorial Description: Popular Mechanics is a full service magazine for the man who can make things work. Its editorial scope provides ideas on automobiles and their care, home building and maintenance, boating and outdoor recreation, science, hi-fi and electronics.

Member: ABC, MPA
Rate Information:
Rates as of rate card No.44A, dated 1/83.

Freq.	BW	4C
1X	20,863	29,625
6X	19,611	27,848
12X	18,777	26,663

Rate Base: 1,600,000 as of 1/83.

Advertising Data:
- •59% of all advertising space is full page ads.
- •35% of all space is run in full color.
- •373 advertisers placed 1/6 or more in 1982.
- •248 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Hearst Magazine's Corporate Buy, Hearst Men's Magazine Package

Special rate cards available: Mail Order

Demographic or Regional Editions: Newsstand/subscription, area copy splits, copy tests, dealer listings, snow states, 50/50 copy splits, regional markets, A/B copy splits.

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men use after-shave and cologne more often than the men who read Time, Sports Illustrated or People.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Automotive	221.8	18.4%
2. Building	155.5	12.9%
3. Retail	149.4	12.4%
4. Business/cons. svcs	130.2	10.8%
5. Cigarettes	96.4	8%
All others	451.9	37.5%
Total Ad Pages	1205.2	51.4%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Automotive	335.2	29.4%
2. Building	202.5	17.8%
3. Sports/recreation	154.2	13.5%
4. Home furnishing	139.5	12.2%
5. Science/technology	86	7.5%
All others	223.3	19.5%
Total Edit. Pages	1139.7	100%

Primary SRDS Classification No.: 29

Average Ad/Edit. Ratio: 51/49

Syndicated Research: Simmons and MRI

Subscriber Demographics:
•Conducted by: Simmons Market Research Bureau
•Date: 1982

A. Age Breakdown:

18-24	22.4%
25-34	25.6%
35-44	16.3%
45-54	13.7%
55+	22.1%
Median Age	36.2

B. Male/Female Composition:

Male	84%
Female	16%

C. Household Income:

Under $10,000	7.5%
$10,000-14,999	12.4%
$15,000-19,999	13.1%
$20,000-24,999	16.7%
$25,000-34,999	26.7%
$35,000-49,999	17.5%
$50,000+	6.1%
Median Income	$25,121

D. Occupation:

Mgr./Admin.	10.9%
Prof./Tech.	18.8%
Cler./Sales	9.5%
Other Emp.	42.1%
Not Emp.	18.8%

E. Educational Level:

Not H.S. Grad.	18.8%
H.S. Grad.	34.8%
1-3 Yrs. College	26.6%
Coll. Grad.	19.8%

F. Purchasing and Ownership Indicators:
•Men who own 3+ acres of property: 40% above national average.
•Men who own a home computer: 105% above national average.
•Men who own a video cassette recorder: 17% above national average.
•Men who bought all in one stereo in last year: 57% above national average.
•Men who bought women's diamond ring: 48% above national average.
•Men who used credit card in the last 3 months: 24% above national average.
•Men who bought wine by the case: 25% above national average.
•Men who leased a car: 49% above national average.
•Men who own a motorcycle: 34% above national average.
•Men who own a truck: 70% above national average.

Popular Science

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, New York 10017
(212) 687-3000
Published 12 times a year

Publisher: Terry Moyes
Advertising Director: Jim Byrne

Editorial Description: Popular Science concentrates its editorial on new products that may be of special usefulness to men with strong interests in their homes, personal transportation needs and in recreation. Each month, the magazine reports on products still on industrial drawing boards. It also introduces products already in the marketplace, and provides "use" suggestions about products. Major articles and departmental features cover such product areas as automobiles; boats and engines; home workshop tools; garden and lawn equipment; electronic, TV, and photographic equipment; and recreational products.

Member: ABC
Rate Information:
Rates as of rate card No.40: dated 2/83.

Freq.	BW	4C
1X	20,610	29,235
6X	19,425	27,555
12X	18,600	26,385

Rate Base: 1,800,000 as of 4/76.

Advertising Data:
•75% of all advertising space is full page ads.
•82% of all space is run in full color.
•205 advertisers placed 1/6 or more in 1982.

Special rate cards available: Mail order and travel advertiser rates available
Demographic or Regional Editions: Split run and regional editions available.

(continued on page 477)

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men spent more money on 35mm cameras last year than the men who read Sports Illustrated or People.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Newsmagazines

*n.e. = not estimated

Ad Pages

1	Newsweek	2,863
2	Time	2,629
3	Sports Illustrated	2,618
4	U.S. News & World Rep.	1,741
	Total	**9,851**

Ad Pages Growth (1981/1982) (%)

1	U.S. News & World Rep.	-3.0
2	Sports Illustrated	-5.1
3	Newsweek	-8.5
4	Time	-9.2

Net Chg. Ad Pages (1981/1982)

1	U.S. News & World Report	-53
2	Sports Illustrated	-142
3	Newsweek	-266
4	Time	-267
	Total	**-728**

Avg. Ad Pages/Copy

1	Newsweek	55
2	Time	51
3	Sports Illustrated	49
4	U.S. News & World Report	34

Ad Revenue ($000)

1	Time	256,410
2	Newsweek	195,359
3	Sports Illustrated	162,887
4	U.S. News & World Rep.	83,821
	Total	**698,477**

Ad Revenue Growth (1981/1982) (%)

1	Sports Illustrated	5.6
2	U.S. News & World Report	5.3
3	Time	1.2
4	Newsweek	-2.4

Net Chg. Ad Revenue (1981/1982) ($000)

1	Sports Illustrated	8,687
2	U.S. News & World Rep.	4,235
3	Time	2,969
4	Newsweek	-4,865
	Total	**11,026**

Avg. Ad Rev./Copy ($)

1	Sports Illustrated	1.28
2	Newsweek	1.25
3	Time	1.09
4	U.S. News & World Report	0.77

Average Circulation

1	Time	4,509,918
2	Newsweek	3,012,550
3	Sports Illustrated	2,406,037
4	U.S. Nws & Wrld Rep.	2,123,842
	Total	**12,052,347**

Avg. Circ. Growth (1981/1982) (%)

1	Sports Illustrated	5.3
2	Time	2.3
3	U.S. News & World Report	2.0
4	Newsweek	1.9

Net Chg. Avg. Circ. (1981/1982)

1	Sports Illustrated	120,518
2	Time	102,672
3	Newsweek	54,964
4	U.S. News & World Rep.	40,647
	Total	**318,801**

Avg. Circ. Rev./Copy ($)

1	Time	0.72
2	Sports Illustrated	0.65
3	Newsweek	0.60
4	U.S. News & World Report	0.53

Total Revenue (ad rev. + circ. rev.) ($000)

1	Time	425,096
2	Newsweek	288,926
3	Sports Illustrated	246,168
4	U.S. News & Wrld Rep.	140,865
	Total	**1,101,055**

Total Rev. Growth (1981/1982) (%)

1	Sports Illustrated	7.1
2	Time	6.7
3	U.S. News & World Report	6.1
4	Newsweek	-0.9

Avg. Total Pgs./Copy (ad pages + edit. pages)

1	Sports Illustrated	105
2	Time	102
3	Newsweek	n.e.*
4	U.S. News & World Rep.	n.e.*

Avg. Edit. Pgs./Copy

1	Sports Illustrated	56
2	Time	52
3	Newsweek	n.e.*
4	U.S. News & World Rep.	n.e.*

Within the Newsmagazines market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

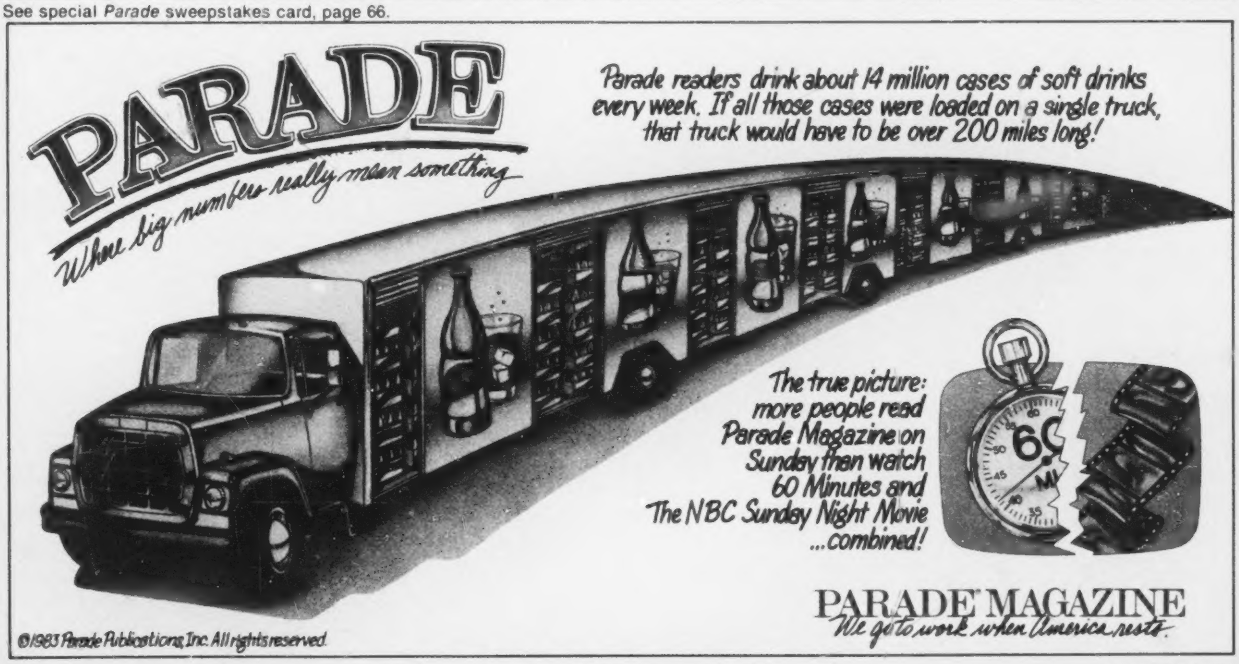
Newsweek	*Sports Illustrated*
Time	*U.S. News & World Report*

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

See special *Parade* sweepstakes card, page 66.



PARADE
Where big numbers really mean something

Parade readers drink about 14 million cases of soft drinks every week. If all those cases were loaded on a single truck, that truck would have to be over 200 miles long!

The true picture: more people read Parade Magazine on Sunday than watch 60 Minutes and The NBC Sunday Night Movie ...combined!

PARADE MAGAZINE
We go to work when America rests.

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Figures are FOLIO estimates for the calendar year 1982.

Newsmagazines *(continued)*

Avg. Subscrip. Circ.

1	Time	4,229,589
2	Newsweek	2,791,551
3	Sports Illustrated	2,311,227
4	U.S. Nws & Wrld Rep.	2,054,335
	Total	**11,386,702**

Subscription Growth (1981/1982) (%)

1	Sports Illustrated	5.0
2	Newsweek	2.4
3	Time	2.4
4	U.S. News & World Report	2.4

Net Chg. Subscriptns. (1981/1982) (Subs.)

1	Sports Illustrated	110,668
2	Time	98,156
3	Newsweek	65,216
4	U.S. News & World Rep.	49,062
	Total	**323,102**

Average Sub. Price ($)

1	Time	34.71
2	Sports Illustrated	32.76
3	Newsweek	27.34
4	U.S. News & World Rep.	25.11

Sub. Revenue ($000)

1	Time	146,821
2	Newsweek	76,330
3	Sports Illustrated	75,719
4	U.S. News & World Rep.	51,585
	Total	**350,455**

Sub. Rev. Growth (1981/1982) (%)

1	Time	18.8
2	Sports Illustrated	9.7
3	U.S. News & World Report	9.1
4	Newsweek	0.2

Newsstand Revenue ($000)

1	Time	21,866
2	Newsweek	17,238
3	Sports Illustrated	7,562
4	U.S. News & World Rep.	5,459
	Total	**52,125**

Nwstd. Rev. Growth (1981/1982) (%)

1	Newsweek	14.7
2	Sports Illustrated	14.1
3	Time	1.6
4	U.S. News & World Report	-6.4

Avg. Newstnd. Circ. (copies sold/issue)

1	Time	280,329
2	Newsweek	220,999
3	Sports Illustrated	94,810
4	U.S. News & World Rep.	69,508
	Total	**665,646**

Newsstand Growth ('81/'82: copies sold/issue) (%)

1	Sports Illustrated	11.6
2	Time	1.6
3	Newsweek	-4.4
4	U.S. News & World Report	-10.8

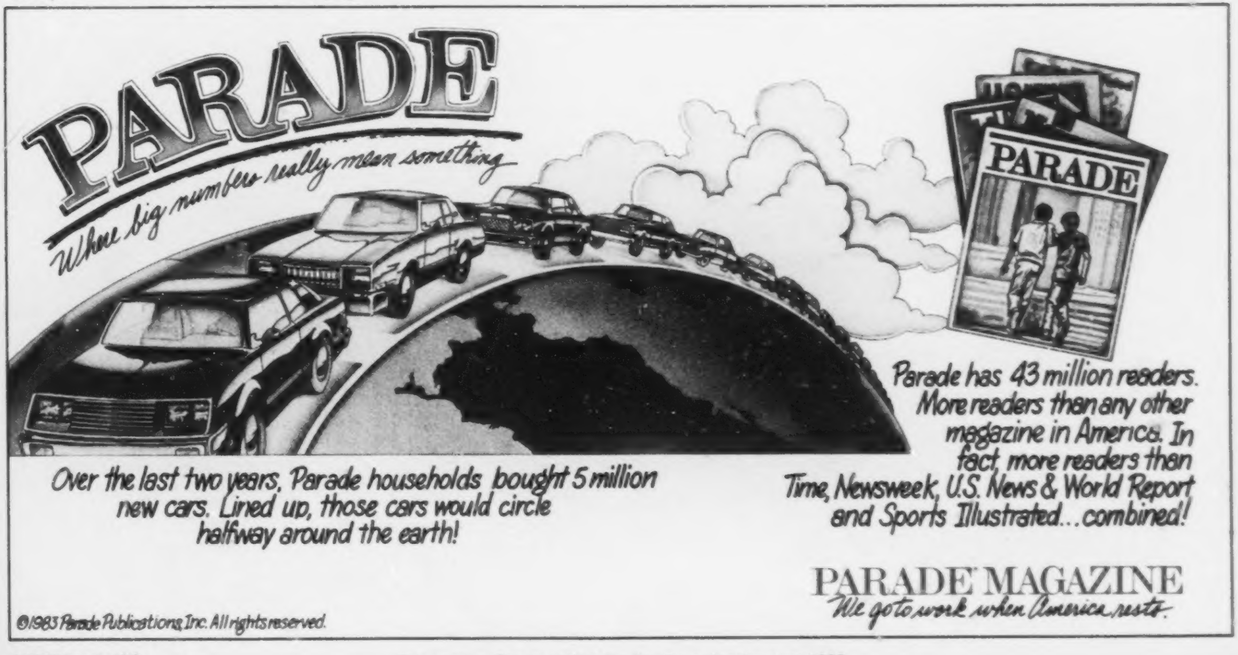
Net Chg. Newsstand ('81/'82: copies sold/issue)

1	Sports Illustrated	9,849
2	Time	4,515
3	U.S. News & World Rep.	-8,415
4	Newsweek	-10,253
	Total	**-4,304**

Avg. Nwstd. Price ($)

1	U.S. News & World Report	1.54
2	Newsweek	1.50
3	Sports Illustrated	1.50
4	Time	1.50

See special *Parade* sweepstakes card, page 66.


PARADE
Where big numbers really mean something
PARADE

Over the last two years, Parade households bought 5 million new cars. Lined up, those cars would circle halfway around the earth!

Parade has 43 million readers. More readers than any other magazine in America. In fact, more readers than Time, Newsweek, U.S. News & World Report and Sports Illustrated...combined!

PARADE MAGAZINE
We go to work when America rests.

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Figures are FOLIO estimates for the calendar year 1982.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *The Christian Science Monitor* and *The Village Voice*.

Newsweek

The Washington Post Company
444 Madison Avenue
New York, New York 10022
(212) 350-2000
Published weekly

Publisher: Charles J. Kennedy, Senior V.P.
Advertising Director: James W. Allbaugh, V.P.

Editorial Description: Newsweek is a magazine of news and commentary. News is categorized into National Affairs, International, Science, Sports, Business, Medicine, Religion, Entertainment, the Graphic and Performing Arts, and encompasses the week's developments on the newsfronts of the world and of the nation. Articles are usually illustrated with relevant charts, maps, cartoons and photographs. The reader's views are amplified by a number of columns of opinion on national and international trends in politics, the economy, personal business, the Washington scene, current affairs and life styles.

Rate Information:
Rates as of rate card dated 1/83.

Freq.	BW	4C
1X	44,040	68,700

Rate Base: 2,950,000 as of 1/83.

Networks or combination buys through which publication is available: Media Networks, Inc.

Demographic or Regional Editions: 64 different Geographic and Demographic editions.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Smoking materials	379.24	13.2%
2. Beer/wine/liquor	327.97	11.5%
3. Auto (domestic)	267.01	9.3%
4. Auto (imported)	205.32	7.2%
5. Office equipment	203.21	7.1%
All others	1479.86	51.7%
Total Ad Pages	2862.61	100%

Primary SRDS Classification No.: 36A

Market Research Available: Newsweek National Subscriber Study, 1981; Newsweek Executive Plus Subscriber Study, 1981; Newsweek Executive Subscriber Study, 1981; Newsweek Woman Subscriber Study, 1981; Eyes on Television, 1980.

Subscriber Demographics:
- Conducted by: Beta Research Corporation
- Date: March-May, 1981
- Sample size: 14,897
- Cooperation/Return rate: 66.9%
- Data collection method: Mail

A. Age Breakdown:

18-24	11.1%
25-34	28.9%
35-44	19.0%
45-54	15.5%
55+	25.5%
Median Age	40.3

B. Male/Female Composition:

Male	64.3%
Female	35.7%

C. Household Income:

Under $15,000	1.3%
$15,000-19,999	9.1%
$20,000-24,999	10.7%
$25,000-34,999	31.2%
$35,000-49,999	21.7%
$50,000+	26.0%
Median Income	$33,900

D. Occupation:

Mgr./Admin.	47.1%
Prof./Tech.	22.8%
Cler./Sales	6.6%
Other Emp.	8.0%
Not Emp.	15.5%

E. Educational Level:

H.S. Grad. (or less)	18.1%
1-3 Yrs. College	23.1%
Coll. Grad.	19.7%
Post Grad.	39.1%

F. Purchasing and Ownership Indicators:
- 76.3% own home (house, condominium, co-op or other)
- 17.3% own second or vacation home.

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212

See complete media profile in the *Weeklies* market analysis section.

Time

Time Incorporated
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212
Published weekly

Publisher: John A. Meyers
Advertising Director: Richard B. Thomas

Editorial Description: Time, The Weekly Newsmagazine, is designed to keep readers of both sexes and all ages informed on the world's important news every week. It is entirely staff written and much of its material comes from the direct reports of Time-Life News Service Correspondents in key news centers around the globe. The news in Time is organized by departments including: Art, Behavior, Books, Business, Cinema, Education, Environment, Law, Modern Living, Music, Nation, Press, Religion, Theater and World. The Cover Story examines a significant situation or personality in-depth, and Essay deals with issues and ideas. Throughout the magazine the Editors aim to put events in perspective and provide both facts and insight.

Member: ABC
Rate Information:
Rates as of rate card No.66, dated 1/83.

Freq.	BW	4C
1X	60,525	94,420

Rate Base: 4,500,000 as of 1/83.

Advertising Data:
- 85% of all advertising space is full page ads.
- 63.2% of all space is run in full color.
- 471 advertisers placed 1/6 or more in 1982.
- 177 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: MNI News, MNI Business, MNI Suburban and MNI Mininews.

Demographic or Regional Editions: Business, Top Management, Top Zips, Student/ Educator, 33 Major Metros, Eastern, New England, East-Central, West-Central, Southeast, Southwest, Pacific Southwest, Pacific Northwest, California, Northern California and Southern California.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Auto/equipment	585	22.2%
2. Smoking materials	371	14%
3. Beer/wine/liquor	239	9%
4. Business/consumer	223	8.4%
5. Publishing/media	154	5.8%
All others	1069	40.5%
Total Ad Pages	2641	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Foreign/international	705	26.3%
2. National affairs	673	25.1%
3. Culture/humanities	424	15.8%
4. Business/industry	271	10.1%
5. General interest	169	6.3%
All others	440	16.4%
Total Edit. Pages	2682	100%

Primary SRDS Classification No.: 36A

Average Ad/Edit. Ratio: 49.6/50.4

Market Research Available: Annual studies conducted by Time research staff and outside research suppliers in the following areas: alcohol, automotive, drugs, toiletries, travel, photography, business and equipment.

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Erdos and Morgan
- Date: 1980
- Sample size: 3,000
- Cooperation/Return rate: 64%
- Data collection method: Mail

A. Age Breakdown:

18-24	6.6%
25-34	24.9%
35-44	23%
45-54	19.8%
55+	25.7%
Median Age	42.8

B. Male/Female Composition:

Male	81.1%
Female	18.9%

C. Household Income:

Under $14,999	13.4%
$15,000-19,999	9%
$20,000-24,999	12.1%
$25,000-34,999	21.1%
$35,000-49,999	21.9%
$50,000+	22.5%
Median Income	$32,025

D. Occupation:

Mgr. /Admin.	52.3%
Prof./Tech.	18.9%
Cler./Sales	7.4%
Other Emp.	8.3%
Not Emp.	13.1%

E. Educational Level:

Not H.S. Grad.	3.3%
H.S. Grad.	13.3%
1-3 Yrs. College	23.9%
Coll. Grad.	20.3%
Post Grad.	39.2%

(continued on page 477)

Outdoor

Ad Pages

1	Sports Afield	1,050
2	Field & Stream	926
3	Outdoor Life	810
4	Guns & Ammo	622
5	Petersen's Hunting	491
6	Bassmaster	440
7	Shooting Times	415
	Total	4,754

Ad Pages Growth (1981/1982) (%)

1	Petersen's Hunting	16.9
2	Bassmaster	12.9
3	Shooting Times	7.2
4	Guns & Ammo	4.9
5	Sports Afield	3.5
6	Field & Stream	0.3
7	Outdoor Life	-1.8

Net Chg. Ad Pages (1981/1982)

1	Petersen's Hunting	71
2	Bassmaster	50
3	Sports Afield	35
4	Guns & Ammo	29
5	Shooting Times	28
6	Field & Stream	2
7	Outdoor Life	-15
	Total	200

Avg. Ad Pages/Copy

1	Sports Afield	88
2	Field & Stream	77
3	Outdoor Life	67
4	Bassmaster	55
5	Guns & Ammo	52
6	Petersen's Hunting	41
7	Shooting Times	35

Ad Revenue ($000)

1	Field & Stream	27,608
2	Outdoor Life	16,525
3	Sports Afield	11,107
4	Guns & Ammo	5,161
5	Bassmaster	4,300
6	Petersen's Hunting	2,314
7	Shooting Times	1,018
	Total	68,033

Ad Revenue Growth (1981/1982) (%)

1	Petersen's Hunting	33.1
2	Sports Afield	23.1
3	Guns & Ammo	15.9
4	Shooting Times	15.4
5	Field & Stream	11.9
6	Outdoor Life	6.9
7	Bassmaster	5.0

Net Chg. Ad Revenue (1981/1982) ($000)

1	Field & Stream	2,947
2	Sports Afield	2,083
3	Outdoor Life	1,074
4	Guns & Ammo	707
5	Petersen's Hunting	575
6	Bassmaster	205
7	Shooting Times	136
	Total	7,727

Avg. Ad Rev./Copy ($)

1	Sports Afield	1.73
2	Bassmaster	1.42
3	Field & Stream	1.14
4	Guns & Ammo	0.88
5	Outdoor Life	0.82
6	Petersen's Hunting	0.75
7	Shooting Times	0.42

Average Circulation

1	Field & Stream	2,025,924
2	Outdoor Life	1,682,872
3	Sports Afield	536,189
4	Guns & Ammo	490,943
5	Bassmaster	379,256
6	Petersen's Hunting	258,368
7	Shooting Times	200,035
	Total	5,573,587

Avg. Circ. Growth (1981/1982) (%)

1	Outdoor Life	9.9
2	Bassmaster	0.7
3	Shooting Times	0.6
4	Field & Stream	0.3
5	Petersen's Hunting	0.2
6	Sports Afield	-0.9
7	Guns & Ammo	-3.7

Net Chg. Avg. Circ. (1981/1982)

1	Outdoor Life	151,632
2	Field & Stream	5,167
3	Bassmaster	2,492
4	Shooting Times	1,131
5	Petersen's Hunting	-469
6	Sports Afield	-4,614
7	Guns & Ammo	-18,845
	Total	136,494

Avg. Circ. Rev./Copy ($)

1	Bassmaster	1.88
2	Shooting Times	1.44
3	Sports Afield	1.07
4	Guns & Ammo	1.05
5	Petersen's Hunting	0.90
6	Outdoor Life	0.80
7	Field & Stream	0.70

(Advertisement)

Within the Outdoor market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Field & Stream
Outdoor Life
Sports Afield

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *The American Handgunner, The American Hunter, American Rifleman, Ducks Unlimited, Fishing & Hunting News, The Florida Sportsman, Fly Fisherman, Full Cry, The In-Fisherman, Michigan Sportsman, Minnesota Sportsman, Saltwater Sportsman, Southern Outdoors, Sportsman's Corner, Texas Fisherman, Western Outdoors, Wisconsin Sportsman*; and approximately 62 non-audited magazines that accept advertising.

Bassmaster Magazine

B.A.S.S. Publications
P.O. Box 17900, No. 1 Bell Road
Montgomery, Alabama 36141
(205) 272-9530
Published 8 times a year.

Publisher: Ray Scott
Advertising Director: Spencer H. Longshore, III

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories, Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC
Rate Information:
Rates as of rate card No.12, dated 1/83.

Freq.	BW	4C
1X	7,950	11,100
6X	7,353.75	10,265.50
12X	6,956.25	9,712.50

Rate Base: 425,000 as of 12/82.

Outdoor (continued)

Total Revenue
[illegible] ($000)

1	Field & Stream	44,569
2	Outdoor Life	32,615
3	Sports Afield	17,986
4	Guns & Ammo	11,340
5	Bassmaster	10,010
6	Petersen's Hunting	5,077
7	Shooting Times	4,465
	Total	126,062

Total Rev. Growth
(1981/1982) (%)

1	Bassmaster	26.8
2	Sports Afield	20.4
3	Outdoor Life	15.5
4	Field & Stream	12.4
5	Guns & Ammo	11.9
6	Shooting Times	10.2
7	Petersen's Hunting	9.6

Avg. Total Pgs./Copy
(ad pages + edit. pages)

1	Sports Afield	165
2	Field & Stream	150
3	Outdoor Life	129
4	Petersen's Hunting	105
5	Guns & Ammo	103
6	Shooting Times	89
7	Bassmaster	n.e.*

Avg. Edit. Pgs./Copy

1	Sports Afield	78
2	Field & Stream	73
3	Petersen's Hunting	64
4	Outdoor Life	62
5	Shooting Times	55
6	Guns & Ammo	51
7	Bassmaster	n.e.*

Avg. Subscrip. Circ.

1	Field & Stream	1,852,516
2	Outdoor Life	1,491,469
3	Sports Afield	383,576
4	Bassmaster	358,522
5	Guns & Ammo	341,104
6	Petersen's Hunting	178,717
7	Shooting Times	102,935
	Total	4,708,839

Subscription Growth
(1981/1982) (%)

1	Outdoor Life	11.3
2	Shooting Times	10.5
3	Field & Stream	-0.2
4	Petersen's Hunting	-2.6
5	Bassmaster	-2.8
6	Guns & Ammo	-2.9
7	Sports Afield	-4.1

Net Chg. Subscriptns.
(1981/1982) (Subs.)

1	Outdoor Life	151,920
2	Shooting Times	9,803
3	Field & Stream	-3,542
4	Petersen's Hunting	-4,707
5	Guns & Ammo	-10,281
6	Bassmaster	-10,429
7	Sports Afield	-16,376
	Total	116,388

Average Sub. Price
($)

1	Bassmaster	15.00
2	Shooting Times	13.68
3	Guns & Ammo	8.89
4	Sports Afield	8.62
5	Outdoor Life	8.48
6	Petersen's Hunting	7.50
7	Field & Stream	7.47

Sub. Revenue
($000)

1	Field & Stream	13,839
2	Outdoor Life	12,645
3	Bassmaster	5,378
4	Sports Afield	3,308
5	Guns & Ammo	3,032
6	Shooting Times	1,408
7	Petersen's Hunting	1,329
	Total	40,939

Sub. Rev. Growth
(1981/1982) (%)

1	Bassmaster	45.7
2	Shooting Times	33.7
3	Outdoor Life	27.5
4	Field & Stream	15.6
5	Guns & Ammo	7.0
6	Sports Afield	-1.9
7	Petersen's Hunting	-13.5

Newsstand Revenue
($000)

1	Sports Afield	3,571
2	Outdoor Life	3,445
3	Guns & Ammo	3,147
4	Field & Stream	3,121
5	Shooting Times	2,039
6	Petersen's Hunting	1,434
7	Bassmaster	332
	Total	17,089

Nwstd. Rev. Growth
(1981/1982) (%)

1	Bassmaster	204.3
2	Sports Afield	40.9
3	Outdoor Life	19.8
4	Guns & Ammo	10.4
5	Petersen's Hunting	5.7
6	Field & Stream	3.8
7	Shooting Times	-3.6

*n.e. = not estimated

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men raise more glasses of beer than the men who read the newsweeklies or sports magazines.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Sciences: general (continued)

C. Household Income:

Under $15,000	14.5%
$15,000-19,999	9.9%
$20,000-24,999	11.7%
$25,000-34,999	22.0%
$35,000-49,999	21.7%
$50,000 +	20.2%
Median Income	$31,417

D. Occupation:

Mgr. / Admin.	28.6%
Prof/Tech	27.6%
Cler/Sales	9.2%
Other Emp.	28.1%
Not Emp.	6.5%

E. Educational Level:

Not H.S. Grad.	9.3%
H.S. Grad.	14.9%
1-3 Yrs. College	31.8%
Coll. Grad.	16.4%
Post Grad.	27.6%

F. Purchasing and Ownership Indicators:
- 73.5% own a home.
- 86.7% own stereo equipment.
- 70.7% own, lease, or have 2+ cars.
- 85.8% took a domestic trip in the past 12 months.
- 42.3% took a foreign trip in the last 3 years.
- 93.8% own photographic equipment.
- 19.9% own video cassette equipment.
- 81.3% own investments.
- 78.1% drank alcohol at home or away.
- 81.5% used/served alcohol at home in the last month.

High Technology

Goldhirsh Group Inc.
38 Commercial Wharf
Boston, Massachusetts 02110
(617) 227-4700
Published bi-monthly

Publisher: Bernard A. Goldhirsh
Advertising Director: Frances P. Lawrence

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business and government. In text and illustration, the magazine reports advancements of technology and its impact on society. Regularly monthly departments include: Perspectives in Technology, Updates, Investing in Hi-Tech Companies, and Consumer, Industrial, Military and Auto-Space Applications.

Rate Information:
Rates as of rate card No.3, dated 1/83.

Freq.	BW	4C
1X	9,000	13,500
6X	8,550	12,825
12X	8,100	12,150

Rate Base: 300,000 as of 1/83.

Advertising Data:
- 87% of all advertising space is full page ads.
- 64% of all space is run in full color.

Networks or combination buys through which publication is available: Available with Technology Illustrated.

Special rate cards available: Direct Marketing/Book Publisher, discounts for continuity, combination, dependable contract & association advertisers.

Demographic or Regional Editions: California Regional

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Data processing	72.17	27.7%
2. General promotion	30.67	11.8%
3. Commun./telemet.	27.00	10.4%
4. Industrial development	24.58	9.4%
5. Imported cars	21.00	8.1%
All others	85.09	32.7%
Total Ad Pages	260.51	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Computer technology	150	25%
2. Bus./ind. tech.	100	16.7%
3. Communication tech.	90	15%
4. Consumer tech.	90	15%
5. Mil./aerospace tech.	80	13.3%
All others	90	15%
Total Edit. Pages	600	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
- Conducted by: Beta Research
- Date: 1982
- Sample size: 4,000
- Cooperation/Return rate: 52.3%
- Data collection method: Mail

A. Age Breakdown:

18-24	6.4%
25-34	33.7%
35-44	26.9%
45-54	16.3%
55 +	16.0%
Median Age	38

B. Male/Female Composition:

Male	95%
Female	5%

C. Household Income:

Under $15,000	3.9%
$15,000-19,999	4.4%
$20,000-24,999	7.0%
$25,000-34,999	19.6%
$35,000-49,999	26.7%
$50,000 +	38.4%
Median Income	$43,440

D. Occupation:

Mgr. /Admin.	46%
Prof./Tech.	47%
Cler./Sales	2.9%
Other Emp.	3.4%
Not Emp.	.2%

E. Educational Level:

H.S. Grad. (or less)	6.8%
1-3 Yrs. College	23.8%
Coll. Grad.	69.4%
Post Grad.	45.2%

F. Purchasing and Ownership Indicators:
- 28.6% own personal computer.
- 34.3% wired for cable.
- 21% own video cassette recorder.
- 98.3% own still camera.
- 95.5% own 35mm camera.
- 94.3% operate car.
- 76.9% took a domestic trip in the past year.
- 45.2% own 2+ cars.
- Dine out for business average 7.5 times a month.
- 87.6% personally consumed an alcoholic beverage in the past month.

National Wildlife

National Wildlife Federation
8925 Leesburg Pike
Vienna, Virginia 22180
(703) 790-4510
Published bi-monthly

Publisher: Jim Davis

Natural History

American Museum of Natural History
79th and Central Park West
New York, New York 10024
(212) 873-1498

See complete media profile in the *General Interest: Humanities & the World* market analysis section.

Omni

Penthouse International
909 Third Avenue
New York, New York 10022
(212) 593-3301
Published monthly

Publisher: Robert Guccione
Advertising Director: Howard Plissner
Other key contacts: Kathy Keeton, President; Linda Newman, N.Y. Manager

Editorial Description: Omni magazine is designed for well-educated readers who are interested in all aspects of technology and of science, including science fact and fiction. It is the magazine of tomorrow, the magazine that shows readers the kind of future they will be living in. Omni uses the world's best science journalists, artists, photographers and fiction writers to show the future in words and pictures, in interviews, in-depth articles, graphics, illustrations, photographic essays, and stories. The format is about 75% science fact and 25% science fiction.

Member: ABC, BPA
Rate Information:
Rates as of rate card No.4, dated 10/81.

Freq.	BW	4C
1X	12,230	18,350
6X	11,620	17,430
12X	11,010	16,510

Rate Base: 825,000 as of 10/81.

Advertising Data:
- 75% of all advertising space is full page ads.
- 58.4% of all space is run in full color.
- 185 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Omni/ Penthouse combination allows 5% savings on Omni's open rate and 2½% savings on Penthouse, minimum of two insertions in each magazine.

Special rate cards available: Discount-Recruitment-20% (or volume discount, whichever is greater).

Demographic or Regional Editions: Eastern, Central, Western, NY Metro. Rates for test markets, metro, state editions are available on request.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Beer/wine/liquor	160.73	21.8%
2. Home ent. equipment	105.13	14.2%
3. Tobacco/tob. products	82.61	11.2%
4. Publishing/media	68.71	9.3%
5. Auto./accessories	67.79	9.2%
All others	252.81	34.3%
Total Ad Pages	737.78	100%

Avg. Newsstd. Circ. (copies sold/issue)	
1 Outdoor Life	491,403
2 Field & Stream	173,409
3 Sports Afield	152,614
4 Guns & Ammo	149,839
5 Shooting Times	97,101
6 Petersen's Hunting	79,651
7 Bassmaster	20,734
Total	1,164,751

Newsstand Growth ('81/'82 copies sold/issue)	(%)
1 Bassmaster	165.4
2 Sports Afield	8.4
3 Petersen's Hunting	5.6
4 Field & Stream	5.3
5 Outdoor Life	-0.2
6 Guns & Ammo	-5.4
7 Shooting Times	-8.2

Net Chg. Newsstand ('81/'82 copies sold/issue)	
1 Bassmaster	12,921
2 Sports Afield	11,762
3 Field & Stream	8,709
4 Petersen's Hunting	4,237
5 Outdoor Life	-288
6 Guns & Ammo	-8,565
7 Shooting Times	-8,672
Total	20,104

Avg. Newsst. Price	($)
1 Bassmaster	2.00
2 Sports Afield	1.95
3 Guns & Ammo	1.75
4 Shooting Times	1.75
5 Field & Stream	1.50
6 Outdoor Life	1.50
7 Petersen's Hunting	1.50

Advertising Data:
- •61.1% of all advertising space is full page ads.
- •55.2% of all space is run in full color.

Networks or combination buys through which publication is available: Great Sunbelt Combo-Southeast and Southwest editions of Bassmaster Magazine and Southern Outdoors; Great Outdoor Combo-Bassmaster Magazine and Southern Outdoors Magazine.

Special rate cards available: Regional issues of Bassmaster magazine.

Demographic or Regional Editions: Western, Midwestern, Southeastern and Southwestern.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Fishing tackle	226.14	51.3%
2. Bass boats	45.29	10.3%
3. Outboard engines	38.04	8.6%
4. Boating equipment	36.15	8.2%
5. Automotive	23.00	5.3%
All others	71.78	16.3%
Total Ad Pages	440.4	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Fishing	226	40%
2. Boating	226	40%
3. Travel	113	20%
Total Edit. Pages	565	100%

Primary SRDS Classification No.: 19

Average Ad/Edit. Ratio: 44/56

Subscriber Demographics:
- •Conducted by: F & P Research
- •Date: 1981
- •Sample size: 1,000
- •Cooperation/Return rate: 47%
- •Data collection method: Mail

A. Age Breakdown:

18-24	9.5%
25-34	35.2%
35-44	23.7%
45-54	14.2%
55+	10.5%
Median Age	36

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men spent more money on bicycles last year than the men who read the newsweeklies or sports magazines.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

B. Male/Female Composition:

Male	99.6%
Female	.4%

C. Household Income:

Under $10,000	8.4%
$10,000-14,999	11.9%
$15,000-19,999	14.9%
$20,000-24,999	17.2%
$25,000-34,999	24.8%
$35,000-49,999	15.1%
$50,000+	5.2%
Median Income	$28,843

D. Occupation:

Mgr. /Admin.	18.4%
Prof/Tech	22.4%
Cler/Sales	2.9%
Other Emp.	44.8%
Not Emp.	7.1%

E. Educational Level:

Not H.S. Grad.	15.7%
H.S. Grad.	34.6%
1-3 Yrs. College	24.3%
Coll. Grad.	14.6%
Post Grad.	8.7%

F. Purchasing and Ownership Indicators:

- 80.4% own boat.
- 74.5% own outboard motor.
- 77.5% own pickup truck.
- 67.8% drink 2 or more alcoholic beverages per week.
- 91.0% perform regular maintenance on own vehicles.
- 83.4% smoke.
- Average subscriber owns 7.6 rods.
- Average subscriber owns 6.7 reels.
- 51.0% are bourbon drinkers.
- 68.8% take beer in boat while fishing.

Field & Stream

CBS Publications
1515 Broadway
New York, New York 10036
(212) 719-6000
Published monthly

Publisher: Eugene A. Bay, Jr.
Advertising Director: James S. Berrien

Editorial Description: Field & Stream is published for the outdoor sportsman and his family. Features and departments emphasize the main thrust of the magazine: hunting and fishing. Emphasis is on the how-to and where-to go for beginners and experts. Associated activities and departments devoted to conservation, camping, boating, gun dogs, recreational vehicles, humor and new products are feaured in each issue.

Member: ABC
Rate Information:
Rates as of rate card No.72, dated 2/83.

Freq.	BW	4C
1X	24,235	36,460
6X	23,023.25	34,637
12X	22,053.85	33,178.60

Rate Base: 2,000,000 as of 2/83.

Special rate cards available: Regional, Buy sell exchange, Where to go, Kennel & accessories

Demographic or Regional Editions: 5 editorial regionals and custom regionals along state lines, minimum circulation 700,000, half circulation buy also available.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Sporting goods/toys	229.85	24.8%
2. Auto. access. & equip.	134.45	14.5%
3. Cigarettes/tobacco	131.20	14.2%
4. Miscellaneous	101.44	11.0%
5. Beer/wine/liquor	60.01	6.5%
All others	269.39	29.0%
Total Ad Pages	926.34	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Sports/rec./hobby	639.9	72.8%
2. General interest	53.5	6.1%
3. National affairs	52.9	6.0%
4. Travel/transportation	33.5	3.8%
5. Miscellaneous	32.8	3.7%
All others	66.1	7.6%
Total Edit. Pages	878.7	100%

Primary SRDS Classification No.: 19

Average Ad/Edit. Ratio: 52.4/47.6

Syndicated Research: Simmons & MRI

Guns & Ammo

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Published monthly

Publisher: Richard Fay
Advertising Director: Jim P. Walsh

Editorial Description: Guns & Ammo offers a semi-technical approach to sporting firearms and their uses for beginners and experts alike. It includes articles on hunting, target shooting, antique firearms, ammunition, reloading and field tests in guns and shooting equipment. Regular columns include new products, letters, book reviews and technical questions.

Member: ABC
Rate Information:
Rates as of rate card No.30, dated 1/83.

Freq.	BW	4C
1X	6,295	10,070
6X	5,980	9,565
12X	5,730	9,165

Rate Base: 475,000 as of 1/83.

Advertising Data:

- 65.9% of all advertising space is full page ads.
- 52.2% of all space is run in full color.

Networks or combination buys through which publication is available: Petersen Action Group

Special rate cards available: Law Enforcement Directory

Demographic or Regional Editions: Regional: Eastern, Southern, Central and Western

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Arms	207	33%
2. Camp/hunt sport	113	18%
3. Smoking materials	73	12%
4. Ammunition	57	9%
5. Mail order/catalogs	37	6%
All others	135	22%
Total Ad Pages	622	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Centerfire handgun	246	40%
2. Rimfire handguns	92	15%
3. Centerfire rifles	92	15%
4. Rimfire rifles	92	15%
5. Gen. shooting articles	92	15%
Total Edit. Pages	614	100%

Primary SRDS Classification No.: 19

Average Ad/Edit. Ratio: 54.1/45.9

Syndicated Research: MRI

Subscriber Demographics:

- Conducted by: Leslie A. Riffkin & Associates
- Date: June/July 1982
- Sample size: 2,000
- Cooperation/Return rate: 60%
- Data collection method: Mail

A. Age Breakdown:

18-24	10.7%
25-34	34.0%
35-44	25.7%
45-49	7.0%
50+	18.6%
Median Age	35.4

B. Male/Female Composition:

Male	99.2%
Female	.8%

C. Household Income:

Under $10,000	6.0%
$10,000-14,999	6.5%
$15,000-19,999	9.5%
$20,000-24,999	15.5%
$25,000-34,999	27.6%
$35,000-49,999	21.1%
$50,000+	13.9%
Median Income	$29,420

D. Occupation:

Mgr. /Admin.	22.2%
Prof./Tech.	17.0%
Cler./Sales	7.5%
Other Emp.	53.3%
Not Emp.	16.0%

E. Educational Level:

Not H.S. Grad.	11.3%
H.S. Grad.	33.0%
1-3 Yrs. College	27.5%
Coll. Grad.	17.1%
Post Grad.	11.3%

F. Purchasing and Ownership Indicators:

- 39.1% own a boat.
- 91.7% own a car.
- 50.7% own 2+ cars.
- 67.5% own a truck.
- 28.7% own a motorcycle.
- 62.3% drove 20,000+ miles in the past year.
- 91.1% own a camera.
- 77.7% own stereo equipment.
- 85.1% own audio equipment.
- 73.3% served alcoholic beverages in the past 30 years.

(continued on page 474)

Figures are FOLIO estimates for the calendar year 1982.

Personal finance & life management

Ad Pages	
1 Money	1,332
2 Changing Times	439
3 Success	360
4 Moneysworth	132
5 Consumers Digest	28
6 Consumer Reports	0
Total	2,291

Ad Pages Growth (1981/1982)	(%)
1 Changing Times	20.7
2 Money	12.9
3 Consumer Reports	0.0
4 Success	-1.1
5 Consumers Digest	n.e.*
6 Moneysworth	n.e.*

Net Chg. Ad Pages (1981/1982)	
1 Money	152
2 Changing Times	75
3 Consumers Digest	28
4 Consumer Reports	0
5 Moneysworth	n.e.*
6 Success	-4
Total	251

Avg. Ad Pages/Copy	
1 Money	111
2 Changing Times	37
3 Moneysworth	33
4 Success	30
5 Consumer Reports	8
6 Consumers Digest	5

Ad Revenue	($000)
1 Money	32,896
2 Changing Times	9,024
3 Success	1,054
4 Moneysworth	665
5 Consumers Digest	230
6 Consumer Reports	0
Total	43,869

Ad Revenue Growth (1981/1982)	(%)
1 Money	43.2
2 Changing Times	37.0
3 Success	10.7
4 Consumer Reports	0.0
5 Consumers Digest	n.e.*
6 Moneysworth	n.e.*

Net Chg. Ad Revenue (1981/1982)	($000)
1 Money	9,931
2 Changing Times	2,436
3 Consumers Digest	230
4 Success	102
5 Consumer Reports	0
6 Moneysworth	n.e.*
Total	12,699

Avg. Ad Rev./Copy	($)
1 Money	2.54
2 Changing Times	0.50
3 Success	0.39
4 Moneysworth	0.21
5 Consumers Digest	0.05
6 Consumer Reports	0.00

Average Circulation	
1 Consumer Reports	3,102,000
2 Changing Times	1,495,105
3 Money	1,079,107
4 Consumers Digest	806,373
5 Moneysworth	783,841
6 Success	225,741
Total	7,492,167

Avg. Circ. Growth (1981/1982)	(%)
1 Money	17.1
2 Success	15.9
3 Consumers Digest	1.5
4 Changing Times	0.9
5 Consumer Reports	0.9
6 Moneysworth	n.e.*

Net Chg. Avg. Circ. (1981/1982)	
1 Money	157,677
2 Success	30,933
3 Consumer Reports	27,000
4 Changing Times	13,183
5 Consumers Digest	12,174
6 Moneysworth	n.e.*
Total	240,967

Avg. Circ. Rev./Copy	($)
1 Money	1.80
2 Consumers Digest	1.48
3 Moneysworth	1.20
4 Consumer Reports	1.16
5 Changing Times	0.96
6 Success	0.95

Total Revenue (ad rev. + circ. rev.)	($000)
1 Money	56,140
2 Consumer Reports	42,998
3 Changing Times	26,224
4 Consumers Digest	7,374
5 Moneysworth	4,427
6 Success	3,621
Total	140,784

Total Rev. Growth (1981/1982)	(%)
1 Money	36.6
2 Changing Times	33.5
3 Consumer Reports	15.3
4 Success	13.6
5 Consumers Digest	6.2
6 Moneysworth	n.e.*

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Money	183
2 Changing Times	89
3 Consumer Reports	78
4 Success	76
5 Consumers Digest	49
6 Moneysworth	n.e.*

Avg. Edit. Pgs./Copy	
1 Consumer Reports	78
2 Money	72
3 Changing Times	52
4 Success	46
5 Consumers Digest	44
6 Moneysworth	n.e.*

*n.e. = not estimated

(Advertisement)

Within the Personal Finance market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Changing Times
Consumer's Digest
Money

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Changing Times

The Kiplinger Organization
220 East 42nd Street, Suite 3010
New York, New York 10017
(212) 599-0454
Published 12 times a year.

Publisher: Nicholas H. Niles
Advertising Director: John T. Abbott
Other Key Advertising Contacts: Peter Van Leight, New York Manager, (212) 599-0454; Sherman Keats, Chicago Manager, (312) 280-7917; Bill Saunders, Detroit Manager, (313) 354-5665; Isabel Kliegman, Los Angeles Manager, (213) 386-1961; Marshall, McGinley, Sands, Scott, San Francisco, (415) 421-7950; Quenzer-Stites, Atlanta, (404) 266-8472; Russell Johns Associates, Special Classified Section, (800) 237-9851; Jerry Massa, Direct Response Advertising, GLM Communications, (212) 947-6790.

Other Offices: Chicago: 500 North Michigan Avenue, Suite 1312, Chicago, Illinois 60611, (312) 280-7917; Detroit: 3000 Town Center, Suite 2510, Southfield, Michigan 48075, (313) 354-5665; Los Angeles: 3700 Wilshire Boulevard, Suite 500, Los Angeles, California 90010, (213) 386-1961.

Editorial Description: Changing Times provides practical information on how to live better. Subject matter covers investments, insurance, education, home ownership, recreation, taxes, social security, automobiles, health and planning a career. Regular editorial departments include items on jobs, recreation, books, home maintenance, things to write for and answ[illegible]eaders' questions.

Member: ABC, MPA
Rate Information:
Rates as of rate card No.6, dated 1/83.

Freq.	BW	4C
1X	16,210	24,160
6X	15,560	23,195
12X	15,235	22,710

Rate Base: 1,350,000 as of 7/83.

Advertising Data:
- 70% of all advertising space is full page ads.
- 56% of all space is run in full color.
- 151 advertisers placed 1/6 or more in 1982.
- 26 advertisers ran 6X or more in 1982.

Demographic or Regional Editions: N.Y. Metro.

Personal finance & life management (continued)

Avg. Subscrip. Circ.	
1 Consumer Reports	2,857,000
2 Changing Times	1,453,049
3 Money	880,872
4 Consumers Digest	806,373
5 Moneysworth	752,309
6 Success	206,421
Total	6,956,024

Subscription Growth (1981/1982)	(%)
1 Money	11.9
2 Success	7.5
3 Consumers Digest	1.5
4 Changing Times	1.3
5 Consumer Reports	1.0
6 Moneysworth	n.e.*

Net Chg. Subscriptns. (1981/1982)	(subs.)
1 Money	93,867
2 Consumer Reports	27,000
3 Changing Times	17,987
4 Success	14,491
5 Consumers Digest	12,174
6 Moneysworth	n.e.*
Total	165,519

Average Sub. Price	($)
1 Money	20.99
2 Consumer Reports	14.00
3 Changing Times	11.32
4 Success	10.75
5 Consumers Digest	8.86
6 Moneysworth	5.00

Sub. Revenue	($000)
1 Consumer Reports	39,998
2 Money	18,486
3 Changing Times	16,443
4 Consumers Digest	7,144
5 Moneysworth	3,762
6 Success	2,219
Total	88,052

Sub. Rev. Growth (1981/1982)	(%)
1 Changing Times	34.4
2 Money	20.7
3 Consumer Reports	14.6
4 Consumers Digest	2.9
5 Success	1.4
6 Moneysworth	n.e.*

Newsstand Revenue	($000)
1 Money	4,758
2 Consumer Reports	3,000
3 Changing Times	757
4 Success	348
5 Consumers Digest	0
6 Moneysworth	0
Total	8,863

Nwstd. Rev. Growth (1981/1982)	(%)
1 Money	68.5
2 Consumer Reports	25.0
3 Consumers Digest	0.0
4 Changing Times	-6.5
5 Moneysworth	n.e.*
6 Success	n.e.*

Avg. Newsind. Circ.	(copies sold/issue)
1 Money	198,235
2 Consumer Reports	150,000
3 Changing Times	42,056
4 Success	19,321
5 Consumers Digest	0
6 Moneysworth	0
Total	409,612

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 Money	47.5
2 Consumer Reports	0.0
3 Consumers Digest	0.0
4 Changing Times	-10.3
5 Moneysworth	n.e.*
6 Success	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 Money	63,810
2 Success	16,443
3 Consumer Reports	0
4 Consumers Digest	0
5 Moneysworth	0
6 Changing Times	-4,804
Total	75,449

Avg. Nwstd. Price	($)
1 Money	2.00
2 Consumer Reports	1.67
3 Changing Times	1.50
4 Success	1.50
5 Consumers Digest	0.00
6 Moneysworth	0.00

*n.e. = not estimated

(continued on page 466)

(Advertisement)

Changing Times readers manage to get the most out of life.

In fact, our indices of stock ownership are higher than New Yorker, Scientific American and Money.*

*1983 Spring MRI

Meet four of these readers on Page 661.

Sciences: general

Ad Pages

1	Scientific American	911
2	Spectrum	830
3	Omni	738
4	Discover	442
5	Science '82	370
6	Natural History	367
7	Science Digest	328
8	Technology Illustrated	317
9	High Technology	276
10	Science News	197
11	Audubon	190
12	National Wildlife	n.e.*
	Total	4,966

Ad Pages Growth (1981/1982) (%)

1	High Technology	187.0
2	Discover	17.1
3	Omni	4.2
4	Science Digest	0.2
5	Audubon	0.0
6	National Wildlife	0.0
7	Science '82	-4.7
8	Scientific American	-6.0
9	Spectrum	-7.2
10	Natural History	-15.7
11	Science News	n.e.*
12	Technology Illustrated	n.e.*

Net Chg. Ad Pages (1981/1982)

1	High Technology	180
2	Discover	65
3	Science News	32
4	Omni	30
5	Science Digest	1
6	Audubon	0
7	National Wildlife	0
8	Technology Illustrated	0
9	Science '82	-18
10	Scientific American	-58
11	Spectrum	-64
12	Natural History	-68
	Total	100

Avg. Ad Pages/Copy

1	Scientific American	76
2	Spectrum	69
3	Omni	61
4	Technology Illustrated	53
5	High Technology	46
6	Discover	37
7	Science '82	37
8	Audubon	32
9	Natural History	31
10	Science Digest	27
11	Science News	4
12	National Wildlife	0

Ad Revenue ($000)

1	Scientific American	15,986
2	Omni	12,644
3	Discover	9,579
4	Science '82	5,658
5	Science Digest	3,243
6	Spectrum	3,235
7	Natural History	2,910
8	Technology Illustrated	2,094
9	High Technology	2,066
10	Audubon	1,700
11	Science News	414
12	National Wildlife	n.e.*
	Total	59,529

Ad Revenue Growth (1981/1982) (%)

1	High Technology	187.8
2	Discover	82.0
3	Science '82	27.5
4	Omni	18.5
5	Science Digest	13.6
6	Audubon	13.3
7	Spectrum	4.1
8	National Wildlife	0.0
9	Natural History	-11.5
10	Scientific American	-13.4
11	Science News	n.e.*
12	Technology Illustrated	n.e.*

Net Chg. Ad Revenue (1981/1982) ($000)

1	Discover	4,316
2	Omni	1,976
3	High Technology	1,348
4	Science '82	1,219
5	Science Digest	388
6	Audubon	200
7	Spectrum	99
8	Science News	90
9	National Wildlife	0
10	Technology Illustrated	0
11	Natural History	-376
12	Scientific American	-2,472
	Total	6,788

Avg. Ad Rev./Copy ($)

1	Scientific American	1.88
2	Omni	1.41
3	Spectrum	1.26
4	High Technology	1.01
5	Discover	0.94
6	Technology Illustrated	0.90
7	Science '82	0.78
8	Audubon	0.77
9	Natural History	0.52
10	Science Digest	0.49
11	Science News	0.05
12	National Wildlife	0.00

*n.e. = not estimated

(Advertisement)

Within the Sciences: General market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Discover *Natural History* *Omni*
Science Digest *Science '82* *Scientific American*

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

Science Digest

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *American Scientist, Astronomy, Interface Age, Technology Review*; and 4 non-audited magazines that accept advetising.

Audubon

National Audubon Society
950 Third Avenue
New York, New York 10022
(212) 832-3200
Published six times a year

Publisher: Russell W. Peterson
Advertising Director: Robert F. Sennott, Jr.
Other Key Contacts: Julian J. Orbon

Editorial Description: Audubon is edited for people interested in nature, conservation, the outdoors and an uncontaminated environment. Articles and photographic essays cover subjects from exploration and despoliation of our natural resources to birds and other wildlife, plant life, and insects.

Member: ABC

Rate Information:
Rates as of rate card No.14, dated 1/83.

Freq.	BW	4C
1X	6,830	10,895
3X	6,495	10,355
6X	6,135	9,805

Rate Base: 375,000 as of 1/83.

Advertising Data:
- 45% of all advertising space is full page ads.
- 50% of all space is run in full color.
- 90% advertisers placed 1/6 or more in 1982.
- 85% advertisers ran 3X or more in 1982.

Special rates available: Travel, Mail Order, Publishing and Outdoor Equipment.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel	49.13	26%
2. Mail Order	46.79	25%
3. Optics	25.35	13%
4. Corporate	20.50	11%
5. Liquor	13.00	7%
All others	35.23	19%
Total Ad Pages	190.00	100%

Sciences: general (continued)

Average Circulation

1	Discover	853,552
2	Omni	744,983
3	Science '82	725,376
4	National Wildlife	721,250
5	Scientific American	709,553
6	Science Digest	552,009
7	Natural History	464,979
8	Technology Illustrated	390,050
9	Audubon	367,610
10	High Technology	342,409
11	Spectrum	213,902
12	Science News	173,058
	Total	6,258,731

Avg. Circ. Growth

(1981/1982)		(%)
1	High Technology	30.4
2	Discover	24.3
3	Science '82	13.5
4	Science Digest	12.0
5	Audubon	9.3
6	Spectrum	8.3
7	Natural History	0.8
8	Scientific American	-1.8
9	National Wildlife	-5.0
10	Science News	-5.9
11	Omni	-7.0
12	Technology Illustrated	n.e.*

Net Chg. Avg. Circ.

(1981/1982)		
1	Discover	167,067
2	Science '82	86,002
3	High Technology	79,905
4	Science Digest	58,939
5	Audubon	31,342
6	Spectrum	16,310
7	Natural History	3,785
8	Technology Illustrated	0
9	Science News	-10,780
10	Scientific American	-12,909
11	National Wildlife	-37,750
12	Omni	-56,231
	Total	325,680

Avg. Circ. Rev./Copy

		($)
1	Audubon	4.15
2	High Technology	2.32
3	Omni	2.31
4	Technology Illustrated	2.06
5	Scientific American	1.78
6	Discover	1.68
7	National Wildlife	1.68
8	Science Digest	1.46
9	Science '82	1.32
10	Natural History	1.28
11	Spectrum	0.60
12	Science News	0.41

Total Revenue

(ad rev. + circ. rev.)		($000)
1	Omni	33,285
2	Scientific American	31,147
3	Discover	26,737
4	Science '82	15,207
5	Science Digest	12,935
6	Audubon	10,858
7	Natural History	10,057
8	National Wildlife	7,256
9	Technology Illustrated	6,913
10	High Technology	6,834
11	Spectrum	4,784
12	Science News	4,095
	Total	170,108

Total Rev. Growth

(1981/1982)		(%)
1	High Technology	98.9
2	Audubon	57.6
3	Discover	48.6
4	Science '82	20.8
5	Science Digest	19.1
6	Science News	13.1
7	Omni	11.6
8	Spectrum	10.9
9	Natural History	-2.9
10	National Wildlife	-4.4
11	Scientific American	-8.8
12	Technology Illustrated	n.e.*

Avg. Total Pgs./Copy

(ad pages + edit. pages)		
1	Scientific American	179
2	Omni	156
3	Technology Illustrated	153
4	High Technology	146
5	Spectrum	138
6	Science Digest	117
7	Science '82	108
8	Discover	100
9	Natural History	93
10	National Wildlife	57
11	Audubon	0
12	Science News	n.e.*

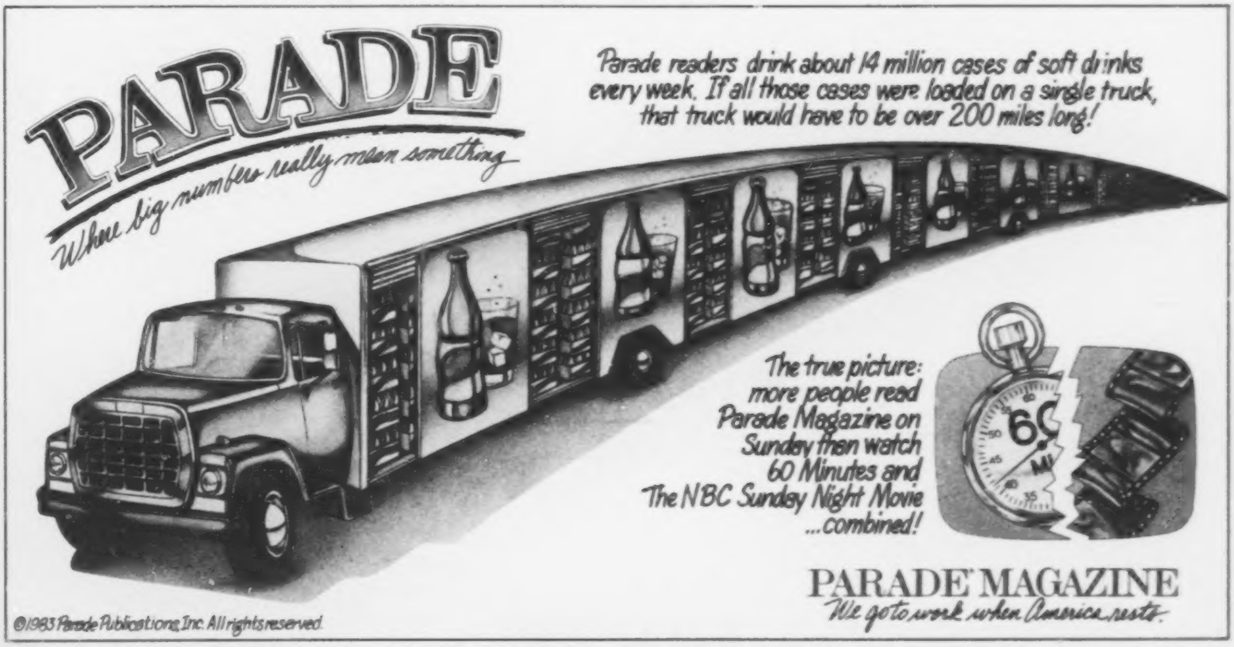
Avg. Edit. Pgs./Copy

1	Scientific American	103
2	High Technology	100
3	Technology Illustrated	100
4	Omni	94
5	Science Digest	89
6	Science '82	71
7	Spectrum	69
8	Discover	63
9	Natural History	63
10	National Wildlife	57
11	Audubon	0
12	Science News	n.e.*

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
Where big numbers really mean something

Parade readers drink about 14 million cases of soft drinks every week. If all those cases were loaded on a single truck, that truck would have to be over 200 miles long!

The true picture: more people read Parade Magazine on Sunday than watch 60 Minutes and The NBC Sunday Night Movie ...combined!

PARADE MAGAZINE
We go to work when America rests.

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Avg. Subscrip. Circ.		
1	Discover	723,604
2	National Wildlife	721,250
3	Science '82	648,448
4	Scientific American	549,734
5	Natural History	445,744
6	Audubon	383,008
7	Science Digest	314,971
8	Technology Illustrated	303,284
9	High Technology	256,351
10	Omni	236,827
11	Spectrum	213,902
12	Science News	173,058
	Total	4,950,181

Subscription Growth (1981/1982)		(%)
1	High Technology	61.1
2	Science Digest	39.9
3	Discover	25.7
4	Omni	11.4
5	Science '82	11.1
6	Audubon	9.2
7	Spectrum	8.3
8	Natural History	0.4
9	Scientific American	0.1
10	National Wildlife	-5.0
11	Science News	-5.9
12	Technology Illustrated	n.e.*

*n.e. = not estimated

Net Chg. Subscriptns. (1981/1982)		(Subs.)
1	Discover	148,062
2	High Technology	97,192
3	Science Digest	89,830
4	Science '82	64,921
5	Audubon	30,681
6	Omni	24,316
7	Spectrum	16,310
8	Natural History	1,679
9	Scientific American	500
10	Technology Illustrated	0
11	Science News	-10,780
12	National Wildlife	-37,750
	Total	424,961

Average Sub. Price		($)
1	Audubon	25.00
2	Omni	22.79
3	Science News	21.27
4	Scientific American	20.46
5	Discover	19.40
6	High Technology	16.50
7	Natural History	15.00
8	Technology Illustrated	13.50
9	Science Digest	12.71
10	Science '82	12.35
11	National Wildlife	10.06
12	Spectrum	7.25

Subscriber Demographics:
- •Conducted by: RTS Marketing Research Services
- •Date: May 1982
- •Sample size: 2,000
- •Cooperation/Return rate: 1228 responses, 65.8%
- •Data collection method: Mail

A. Age Breakdown:	
18-24	5.6%
25-34	22.4%
35-44	18.5%
45-54	12.8%
55+	35.1%
Median Age	46.8
B. Male/Female Composition:	
Male	52.3%
Female	47.7%
C. Household Income:	
Under $10,000	7.1%
$10,000-14,999	8.2%
$15,000-19,999	8.7%
$20,000-24,999	12.1%
$25,000-34,999	18.7%
$35,000-49,999	18.6%
$50,000+	26.4%
Median Income	$32,500
D. Occupation:	
Mgr./Admin.	27.7%
Prof/Tech	58.7%
Cler/Sales	6.0%
Other Emp.	7.6%
E. Educational Level:	
Not H.S. Grad.	2.5%
H.S. Grad.	8.0%
1-3 Yrs. College	19.9%
Coll. Grad.	25.0%
Post Grad.	44.7%

F. Purchasing and Ownership Indicators:
- •97% own or lease an automobile.
- •51% own an imported auto.
- •75.6% own a domestic auto.
- •90% entertained at home in the past month.
- •62% gave wine or liquor as a gift.
- •98% own a camera.
- •87% own stereo average value $1,000.
- •93% took domestic trip in the last year.
- •56% took a foreign trip in the last 3 years.
- •65% own stocks.

IN THE WORLD OF HIGH TECHNOLOGY...
William D. Walker, Executive Vice President, Tektronix, Inc.
Robert W. Lucky, Director, Electronic and Computer Systems Research, Bell Laboratories
H. David Law, Manager Semiconductor Device Laboratory, TRW Technology Research Center
Thomas N. Gardner, Manager, New Business Development, Technical Products Division, Corning Glass Works
Lynn Conway, Research Fellow & Manager, VLSI System Design Area, Xerox
THEY MAKE A WORLD OF DIFFERENCE.

Figures are FOLIO estimates for the calendar year 1982.

Sciences: general *(continued)*

Pub. Revenue ($000)

1	Discover	14,040
2	Scientific American	11,248
3	Audubon	9,075
4	Science '82	8,011
5	National Wildlife	7,256
6	Natural History	6,686
7	Omni	5,396
8	High Technology	4,230
9	Technology Illustrated	4,094
10	Science Digest	4,084
11	Science News	3,681
12	Spectrum	1,550
	Total	**79,351**

Pub. Rev. Growth (1981/1982) (%)

1	Science Digest	89.4
2	Audubon	70.7
3	High Technology	66.1
4	Discover	39.4
5	Spectrum	30.8
6	Science '82	14.0
7	Science News	11.6
8	Omni	7.2
9	Natural History	0.4
10	Scientific American	-2.5
11	National Wildlife	-4.4
12	Technology Illustrated	n.e.*

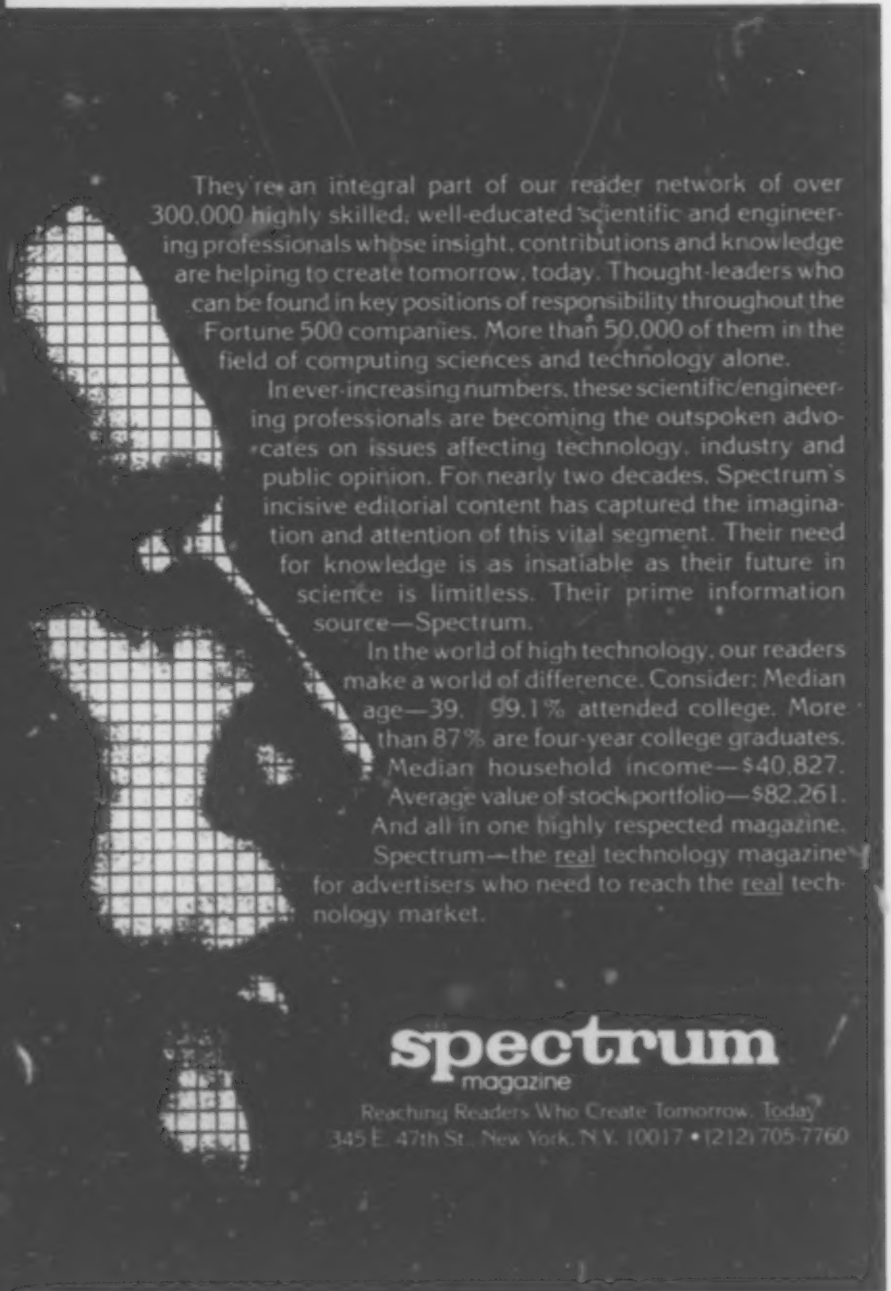
Newsstand Revenue ($000)

1	Omni	15,245
2	Science Digest	5,689
3	Scientific American	3,912
4	Discover	3,119
5	Science '82	1,539
6	Technology Illustrated	725
7	High Technology	538
8	Natural History	462
9	Audubon	83
10	National Wildlife	n.e.*
11	Science News	n.e.*
12	Spectrum	n.e.*
	Total	**31,312**

Nwsstd. Rev. Growth (1981/1982) (%)

1	High Technology	216.2
2	Science '82	37.7
3	Discover	17.1
4	Audubon	16.7
5	Natural History	12.3
6	Omni	7.9
7	National Wildlife	0.0
8	Science News	0.0
9	Spectrum	0.0
10	Science Digest	-3.5
11	Scientific American	-5.9
12	Technology Illustrated	n.e.*

*n.e. = not estimated



They're an integral part of our reader network of over 300,000 highly skilled, well-educated scientific and engineering professionals whose insight, contributions and knowledge are helping to create tomorrow, today. Thought-leaders who can be found in key positions of responsibility throughout the Fortune 500 companies. More than 50,000 of them in the field of computing sciences and technology alone.

In ever-increasing numbers, these scientific/engineering professionals are becoming the outspoken advocates on issues affecting technology, industry and public opinion. For nearly two decades, Spectrum's incisive editorial content has captured the imagination and attention of this vital segment. Their need for knowledge is as insatiable as their future in science is limitless. Their prime information source—Spectrum.

In the world of high technology, our readers make a world of difference. Consider: Median age—39. 99.1% attended college. More than 87% are four-year college graduates. Median household income—$40,827. Average value of stock portfolio—$82,261. And all in one highly respected magazine. Spectrum—the real technology magazine for advertisers who need to reach the real technology market.

spectrum
magazine

Reaching Readers Who Create Tomorrow. Today.
345 E. 47th St., New York, N.Y. 10017 • (212) 705-7760

Primary SRDS Classification No.: 35

Average Ad/Edit. Ratio: 25/75

Discover

Time, Inc.
1271 Avenue of the Americas
New York, New York 10020
(212) 847-4967
Published monthly

Publisher: Carl Jaeger
Advertising Director: R. Timothy Leedy

Editorial Description: Discover, the newsmagazine of science, is devoted to the wonders, mysteries and challenges of science. A magazine of the sciences, astronomy to zoology, computers to cosmology, human behavior and physical fitness, medicine and the far reaches of technology, it is written for the educated lay person, but commands the respect of the expert. Contains articles and features on medical advances, genetics, nuclear science, the environment, space exploration and new drugs. It is the newsmagazine of science. Regular departments and features such as Profile, Essay, Gallery and Invention humanize the subject of science which is the most important force in our lives today.

Member: ABC
Rate Information:
Rates as of rate card No.5, dated 1/83.

Freq.	BW	4C
1X	16,405	23,800
6X	15,750	22,850
12X	15,095	21,895

Rate Base: 850,000 as of 1/83.

Advertising Data:
- 82% of all advertising space is full page ads.
- 73% of all space is run in full color.
- 86 advertisers placed 1/6 or more in 1982.
- 40 advertisers ran 6X or more in 1982.

Special rate cards available: Direct mail.

Demographic or Regional Editions: Contact Advertising Sales Director for Availability.

Figures are FOLIO estimates for the calendar year 1982.

Sciences: general (continued)

Avg. Newstnd. Circ.
(copies sold/issue)

1	Omni	508,156
2	Science Digest	237,038
3	Scientific American	159,820
4	Discover	129,948
5	Science '82	76,928
6	Technology Illustrated	60,450
7	High Technology	44,800
8	Natural History	19,235
9	Audubon	4,602
10	National Wildlife	n.e.*
11	Science News	n.e.*
12	Spectrum	n.e.*
	Total	1,240,977

Newsstand Growth
('81/'82: copies sold/issue) (%)

1	Science '82	37.7
2	Discover	17.1
3	Audubon	16.7
4	Natural History	12.3
5	High Technology	5.4
6	National Wildlife	0.0
7	Science News	0.0
8	Spectrum	0.0
9	Scientific American	-7.7
10	Science Digest	-11.5
11	Omni	-13.7
12	Technology Illustrated	n.e.*

Net Chg. Newsstand
('81/'82: copies sold/issue)

1	Science '82	21,081
2	Discover	19,005
3	High Technology	2,300
4	Natural History	2,106
5	Audubon	660
6	National Wildlife	0
7	Science News	0
8	Spectrum	0
9	Technology Illustrated	0
10	Scientific American	-13,409
11	Science Digest	-30,892
12	Omni	-80,547
	Total	-79,696

Avg. Nwstd. Price
($)

1	Audubon	3.00
2	Omni	2.50
3	Scientific American	2.04
4	Discover	2.00
5	High Technology	2.00
6	Natural History	2.00
7	Science Digest	2.00
8	Science '82	2.00
9	Technology Illustrated	2.00
10	National Wildlife	0.00
11	Science News	0.00
12	Spectrum	0.00

*n.e. = not estimated

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Automotive	90.3	20.5%
2. Smoking materials	60.0	13.6%
3. Consumer electronics	59.7	13.5%
4. Office equipment	45.7	10.3%
5. Business/con. services	29.7	6.7%
All others	156.2	35.4%
Total Ad Pages	441.6	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Med/health	188	25%
2. Natural history/bio	167	22%
3. Space/astronomy	136	18%
4. Research/tech	134	18%
5. Computers	72	9%
All others	64	8%
Total Edit. Pages	761	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
•Conducted by: Erdos & Morgan, Inc.
•Date: 1981
•Sample size: 4,000
•Cooperation/Return rate: 64%
•Data collection method: Mail

A. Age Breakdown:

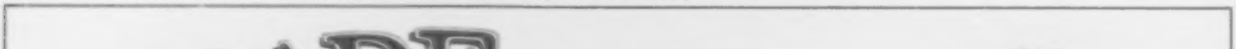
18-24	15.4%
25-34	31.1%
35-44	19.5%
45-54	12.6%
55 +	15.1%
Median Age	34

B. Male/Female Composition:

Male	68%
Female	32%

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
When big numbers really mean something
PARADE
Parade has 43 million readers. More readers than any other magazine in America. In fact, more readers than Time, Newsweek, U.S. News & World Report and Sports Illustrated...combined!
Over the last two years, Parade households bought 5 million new cars. Lined up, those cars would circle halfway around the earth!
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications, Inc. All rights reserved

Figures are FOLIO estimates for the calendar year 1982.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Health/medicine	282	25%
2. Fiction	226	20%
3. Lifestyle/behavior	225	20%
4. Technology	225	20%
5. Space/environment	171	15%
Total Edit. Pages	1129	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 40/60

Market Research Available: Penthouse/Omni Fragrance & Toiletries Study, Signet Research, Inc., November 1980, sample size: 1921; Omni Reader Involvement Study, Yankelovich, Skelly & White, December 1980, sample size: 1000.

Subscriber Demographics: Based on total Male readership
- Conducted by: Leslie A. Rifkin & Associates, Inc.
- Date: February 1982
- Sample size: 1,000
- Data collection method: Mail

A. Age Breakdown:

18-24	35%
25-34	44%
35-49	16%
50+	5%
Median Age	28

B. Male/Female Composition:

Male	74%
Female	26%

C. Household Income:

Under $15,000	15%
$15,000-24,999	27%
$25,000-34,999	22%
$35,000-49,999	21%
$50,000+	16%
Median Income	$28,570

D. Occupation:

Mgr. /Admin.	10%
Prof/Tech.	28%
Cler/Sales	8%
Other Emp.	19%
Not Emp.	3%

E. Educational Level:

H.S. Grad.(or less)	13%
1-3 Yrs. College	38%
Coll. Grad.	24%
Post Grad.	26%

F. Purchasing and Ownership Indicators:
- 30% currently own home computers.
- 17% currently own a video cassette recorder.
- 63% attended live theatre, concert, ballet, opera in past year.
- 47% plan to purchase home computer within next year.
- 87% were engaged in public activities in past year.
- 25% took an active role on a civic or social issue in the past year.
- 59% are members of groups/organizations.
- 31% belong to a computer/computer game or club.
- 24% are involved in a group/organization for space program.
- 52% attended a sporting event.

Science 82

American Association for the Advancement of Science
1101 Vermont Avenue Northwest
Washington, D.C. 20005
(202) 842-9500
Published 10 times a year.

Publisher: William Carey
Advertising Director: Marjorie Weiss
Other key contacts: Tod Herbens, Managing Publisher; William Anderson, Associate Publisher/Advertising.

Editorial Description: Science 82 is designed for educated men and women eager to learn more about the complex web of science and technology that shapes our life today. It seeks to unify, de-mystify, and clarify science as it affects our everyday concerns. Every issue offers in-depth feature articles, regular columns, commentaries and concise reports plus photography, maps, graphic charts and illustrations.

Member: ABC
Rate Information:
Rates as of rate card No.6, dated 1/83.

Freq.	BW	4C
1X	11,836	16,909
5X	11,363	16,233
10X	10,899	15,556

Rate Base: 700,000 as of 1/82.

Advertising Data:
- 90% of all advertising space is full page ads.
- 53% of all space is run in full color.
- 105 advertisers placed 1/6 or more in 1982.
- 45 advertisers ran 5X or more in 1982.

Networks or combination buys through which publication is available: Ad space may be purchased in conjunction with Science magazine.

Special rate cards available: Mail order.

Demographic or Regional Editions: Geographic breakouts are possible.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Direct response	108	29.2%
2. Automotive	82	22.2%
3. Corporate	74	20%
4. Liquor	50	13.5%
5. Electronics	31	8.4%
All others	24.6	6.7%
Total Ad Pages	369.6	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Technology	142.8	20.1%
2. Biology/medicine	142	20%
3. Physics/space	106.6	15%
4. Psych./anthropology	106	14.9%
5. Natural hist./environ.	71	10%
All others	142	20%
Total Edit. Pages	710.4	100%

Primary SRDS Classification No.: 43
Average Ad/Edit. Ratio: 65/35

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Erdos & Morgan
- Date: January-February 1982
- Sample size: 2,000
- Cooperation/Return rate: 71.7%
- Data collection method: Mail

A. Age Breakdown:

18-24	8.2%
25-34	27.1%
35-44	22.3%
45-54	14.7%
55+	24.4%
Median Age	39.3

B. Male/Female Composition:

Male	72.2%
Female	27.8%

C. Household Income:

Under $10,000	4.7%
$10,000-14,999	5.1%
$15,000-19,999	7.8%
$20,000-24,999	8.6%
$25,000-34,999	23.1%
$35,000-49,999	22.0%
$50,000+	28.6%
Median Income	$35,343

D. Occupation:

Mgr./Admin.	28.1%
Prof./Tech.	34.1%
Cler./Sales	6.9%
Other Emp.	8.0%
Not Emp.	22.9%

E. Educational Level:

Not H.S. Grad.	6.0%
H.S. Grad.	11.3%
1-3 Yrs. College	24.5%
Coll. Grad.	15.8%
Post Grad.	42.5%

F. Purchasing and Ownership Indicators:
- 93% read books for pleasure.
- 90% listen to music or stereo equipment.
- 79% own their own homes.
- 77% bought their car new.
- 77% own a cassette tape recorder.
- 69% served wine in the past month.
- 51% own corporate stock.
- 47% travelled internationally in the past 3 years.
- 36% served cordials/liquors in the last month.
- 8% own a home computer.

Science Digest

The Hearst Corporation
888 Seventh Avenue
New York, New York 10106
(212) 262-7540
Published monthly

Publisher: Thomas P. Losee, Jr.
Advertising Director: Sherwood Katsoff

Editorial Description: Science Digest is edited for educated laymen interested in science and technology. The past, present, and speculation as to the future of Man, his environment, and the universe in which he lives is presented in articles on such diverse subjects as: archaeology, acupuncture, ESP, brain chemistry, fiber optics, and the solar system. Scientists, journalists, photographers, and illustrators, working together, structure the material.

Rate Information:
Rates as of rate card No.4, dated 10/82.

Freq.	BW	4C
1X	9,925	13,230
6X	9,430	12,570
12X	8,935	11,905

Rate Base: 525,000 as of 10/82.

Advertising Data:
- 44% of all advertising space is full page ads.
- 40% of all space is run in full color.
- 27 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Hearst Corporate Buy, Hearst Men's Buy.

Special rate cards available: Direct mail

(continued on page 476)

Sports: general & special interest

Ad Pages	
1 Sports Illustrated	2,618
2 Golf Digest	879
3 Skiing	787
4 Golf Magazine	784
5 Skin Diver	782
6 Bicycling	761
7 Tennis	759
8 Ski	718
9 Sporting News	667
10 Runner's World	554
11 World Tennis	532
12 Sport	487
13 Outside	382
Total	**10,710**

Ad Pages Growth (1981/1982)	(%)
1 Outside	28.2
2 Ski	18.2
3 Sporting News	18.2
4 Bicycling	18.0
5 Runner's World	13.7
6 Skiing	12.0
7 Skin Diver	10.6
8 Sport	8.8
9 World Tennis	4.0
10 Golf Digest	2.5
11 Tennis	-1.4
12 Golf Magazine	-4.8
13 Sports Illustrated	-5.1

Net Chg. Ad Pages (1981/1982)	
1 Bicycling	116
2 Ski	110
3 Sporting News	103
4 Skiing	85
5 Outside	84
6 Skin Diver	75
7 Runner's World	67
8 Sport	39
9 Golf Digest	21
10 World Tennis	4
11 Tennis	-11
12 Golf Magazine	-39
13 Sports Illustrated	-142
Total	512

Avg. Ad Pages/Copy	
1 Skiing	112
2 Ski	103
3 Bicycling	85
4 Golf Digest	73
5 Golf Magazine	65
6 Skin Diver	65
7 Tennis	63
8 Sports Illustrated	49
9 Outside	45
10 World Tennis	44
11 Runner's World	43
12 Sport	41
13 Sporting News	13

Ad Revenue	($000)
1 Sports Illustrated	162,887
2 Golf Digest	20,647
3 Golf Magazine	13,385
4 Skiing	9,472
5 Ski	9,[illegible]76
6 Tennis	8,[illegible]38
7 Sport	8,[illegible]84
8 Sporting News	5,702
9 World Tennis	5,630
10 Skin Diver	4,197
11 Runner's World	4,070
12 Bicycling	3,338
13 Outside	2,389
Total	**257,915**

Ad Revenue Growth (1981/1982)	(%)
1 Bicycling	72.1
2 Outside	41.2
3 World Tennis	31.0
4 Sporting News	29.7
5 Ski	24.0
6 Skin Diver	24.0
7 Golf Digest	17.0
8 Skiing	16.6
9 Runner's World	12.2
10 Tennis	11.8
11 Golf Magazine	6.6
12 Sports Illustrated	5.6
13 Sport	5.1

Net Chg. Ad Revenue (1981/1982)	($000)
1 Sports Illustrated	8,687
2 Golf Digest	2,998
3 Ski	1,776
4 Bicycling	1,398
5 Skiing	1,352
6 Sporting News	1,306
7 World Tennis	1,232
8 Tennis	945
9 Golf Magazine	832
10 Skin Diver	812
11 Outside	697
12 Runner's World	441
13 Sport	394
Total	22,870

Avg. Ad Rev./Copy	($)
1 Skiing	3.29
2 Ski	3.15
3 Bicycling	1.76
4 Skin Diver	1.76
5 Golf Digest	1.64
6 Tennis	1.57
7 Golf Magazine	1.47
8 Outside	1.40
9 Sports Illustrated	1.28
10 World Tennis	1.24
11 Runner's World	0.84
12 Sport	0.74
13 Sporting News	0.22

(Advertisement)

Within the Sports: General & Special Interest market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Golf Digest
Ski
The Sporting News
World Tennis
Golf Magazine
Skiing
Sports Illustrated
Runner's World
Sport
Tennis

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Athletic Journal, Baseball Digest, Football Digest, The Hockey News, Horseman, Muscle & Fitness, The Runner, Saltwater Sportsman, Scholastic Coach, The Texas Fisherman*; and approximately 60 non-audited magazines that accept advertising.

Bicycling

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171
Published 9 times a year

Publisher: James C. McCullagh
Advertising Director: Sanford T. Beldon
Other key contacts: Marcia Godelesky, Ad Manager; Tom Stoneback, Marketing Service Manager.

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.

Rate Information:
Rates as of rate card No.9, dated 9-10/82.

Freq.	BW	4C
1X	4,115	5,565
6X	3,380	4,630
9X	3,070	4,190

Rate Base: 200,000 as of 9-10/82.

Advertising Data:
•29% of all space is run in full color.

Figures are FOLIO estimates for the calendar year 1982.

Sports: general & special interest (continued)

Average Circulation	
1 Sports Illustrated	2,406,037
2 Golf Digest	1,047,290
3 Sport	904,625
4 Golf Magazine	760,581
5 Sporting News	494,425
6 Tennis	474,913
7 Ski	415,727
8 Skiing	411,673
9 World Tennis	378,300
10 Runner's World	371,149
11 Outside	213,816
12 Bicycling	210,258
13 Skin Diver	198,960
Total	8,287,754

Avg. Circ. Growth (1981/1982)	(%)
1 Bicycling	16.4
2 Sporting News	11.4
3 Skin Diver	7.0
4 Outside	6.4
5 Sports Illustrated	5.3
6 Golf Magazine	3.4
7 Golf Digest	2.0
8 Runner's World	1.7
9 Ski	0.5
10 Tennis	-2.9
11 Skiing	-3.3
12 World Tennis	-6.7
13 Sport	-17.9

Net Chg. Avg. Circ. (1981/1982)	
1 Sports Illustrated	120,518
2 Sporting News	50,640
3 Bicycling	29,633
4 Golf Magazine	24,761
5 Golf Digest	20,697
6 Skin Diver	13,001
7 Outside	12,869
8 Runner's World	6,284
9 Ski	1,995
10 Tennis	-13,941
11 Skiing	-14,001
12 World Tennis	-26,980
13 Sport	-196,794
Total	28,682

Avg. Circ. Rev./Copy	($)
1 Bicycling	1.62
2 Runner's World	1.44
3 Outside	1.42
4 Skiing	1.24
5 Ski	1.05
6 Golf Digest	0.99
7 Sport	0.92
8 Golf Magazine	0.87
9 World Tennis	0.87
10 Tennis	0.85
11 Skin Diver	0.78
12 Sporting News	0.66
13 Sports Illustrated	0.65

Total Revenue (ad rev. + circ. rev.)	($000)
1 Sports Illustrated	246,168
2 Golf Digest	33,094
3 Sporting News	22,728
4 Golf Magazine	21,333
5 Sport	18,120
6 Tennis	13,789
7 Skiing	13,049
8 Ski	12,218
9 Runner's World	11,006
10 World Tennis	9,572
11 Bicycling	6,398
12 Skin Diver	6,066
13 Outside	4,816
Total	418,357

Total Rev. Growth (1981/1982)	(%)
1 Bicycling	52.6
2 World Tennis	31.7
3 Outside	29.1
4 Skin Diver	18.0
5 Sporting News	17.4
6 Golf Digest	16.5
7 Ski	16.5
8 Skiing	14.2
9 Golf Magazine	13.3
10 Tennis	10.0
11 Sports Illustrated	7.1
12 Runner's World	4.0
13 Sport	1.8

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Skiing	196
2 Ski	179
3 Bicycling	146
4 Golf Digest	146
5 Golf Magazine	128
6 Tennis	126
7 Skin Diver	123
8 Sports Illustrated	105
9 World Tennis	102
10 Outside	100
11 Sport	88
12 Runner's World	85
13 Sporting News	n.e.*

Avg. Edit. Pgs./Copy	
1 Skiing	84
2 Ski	77
3 Golf Digest	72
4 Golf Magazine	63
5 Tennis	63
6 Bicycling	61
7 Skin Diver	58
8 World Tennis	57
9 Sports Illustrated	56
10 Outside	55
11 Sport	47
12 Runner's World	42
13 Sporting News	n.e.*

*n.e. = not estimated

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men spent more money on bicycles last year than the men who read the newsweeklies or sports magazines.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Sports: general & special interest (continued)

	Avg. Subscrip. Circ.	
1	Sports Illustrated	2,311,227
2	Golf Digest	952,457
3	Sport	728,564
4	Golf Magazine	677,769
5	Sporting News	421,873
6	Tennis	421,298
7	World Tennis	351,101
8	Ski	329,368
9	Skiing	320,558
10	Runner's World	246,535
11	Skin Diver	164,820
12	Bicycling	144,074
13	Outside	140,539
	Total	**7,210,183**

	Subscription Growth (1981/1982)	(%)
1	Bicycling	14.9
2	Sporting News	14.3
3	Outside	13.4
4	Skin Diver	6.0
5	Sports Illustrated	5.0
6	Golf Magazine	2.5
7	Runner's World	2.3
8	Ski	2.0
9	Golf Digest	1.0
10	Skiing	-2.6
11	Tennis	-3.5
12	World Tennis	-7.7
13	Sport	-22.4

	Net Chg. Subscriptns. (1981/1982)	(Subs.)
1	Sports Illustrated	110,668
2	Sporting News	52,632
3	Bicycling	18,655
4	Outside	16,579
5	Golf Magazine	16,381
6	Golf Digest	9,568
7	Skin Diver	9,359
8	Ski	6,603
9	Runner's World	5,607
10	Skiing	-84
11	Tennis	-15,213
12	World Tennis	-29,264
13	Sport	-209,909
	Total	**-8,418**

	Average Sub. Price	($)
1	Sports Illustrated	32.76
2	Sporting News	26.94
3	Runner's World	16.00
4	Bicycling	12.97
5	Golf Digest	11.23
6	World Tennis	9.60
7	Golf Magazine	9.47
8	Sport	9.42
9	Outside	9.13
10	Tennis	9.00
11	Skiing	7.76
12	Skin Diver	6.99
13	Ski	6.48

	Sub. Revenue	($000)
1	Sports Illustrated	75,719
2	Sporting News	11,367
3	Golf Digest	10,694
4	Sport	6,866
5	Golf Magazine	6,420
6	Runner's World	3,945
7	Tennis	3,792
8	World Tennis	3,372
9	Skiing	2,488
10	Ski	2,134
11	Bicycling	1,869
12	Outside	1,283
13	Skin Diver	1,152
	Total	**131,101**

	Sub. Rev. Growth (1981/1982)	(%)
1	World Tennis	33.0
2	Bicycling	26.6
3	Golf Magazine	25.7
4	Sporting News	24.2
5	Golf Digest	16.0
6	Outside	12.9
7	Skiing	12.7
8	Sports Illustrated	9.7
9	Runner's World	5.6
10	Skin Diver	3.3
11	Tennis	1.1
12	Ski	-3.5
13	Sport	-4.3

	Newsstand Revenue	($000)
1	Sports Illustrated	7,562
2	Sporting News	5,659
3	Sport	3,169
4	Runner's World	2,991
5	Golf Digest	1,753
6	Golf Magazine	1,528
7	Bicycling	1,191
8	Outside	1,143
9	Skiing	1,090
10	Tennis	1,059
11	Ski	907
12	Skin Diver	717
13	World Tennis	571
	Total	**29,340**

	Nwstd. Rev. Growth (1981/1982)	(%)
1	World Tennis	71.0
2	Bicycling	53.5
3	Tennis	33.0
4	Golf Magazine	30.6
5	Outside	26.9
6	Sports Illustrated	14.1
7	Golf Digest	13.1
8	Skin Diver	12.0
9	Sport	8.2
10	Skiing	-1.2
11	Sporting News	-2.7
12	Ski	-5.1
13	Runner's World	-7.0

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men spent more money on tennis rackets last year than the men who read Sports Illustrated.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Sports: general & special interest (continued)

Avg. Newstnd. Circ. (copies sold/issue)	
1 Sport	176,061
2 Runner's World	124,613
3 Golf Digest	94,834
4 Sports Illustrated	94,810
5 Skiing	91,115
6 Ski	86,359
7 Golf Magazine	82,812
8 Outside	73,278
9 Sporting News	72,553
10 Bicycling	66,185
11 Tennis	53,615
12 Skin Diver	34,140
13 World Tennis	27,199
Total	**1,077,574**

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 Bicycling	19.9
2 Golf Digest	13.3
3 Skin Diver	11.9
4 Sports Illustrated	11.6
5 Golf Magazine	11.3
6 World Tennis	9.2
7 Sport	8.0
8 Tennis	2.4
9 Runner's World	0.5
10 Sporting News	-2.7
11 Outside	-4.8
12 Ski	-5.1
13 Skiing	-13.3

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 Sport	13,115
2 Golf Digest	11,130
3 Bicycling	10,979
4 Sports Illustrated	9,849
5 Golf Magazine	8,380
6 Skin Diver	3,642
7 World Tennis	2,284
8 Tennis	1,272
9 Runner's World	676
10 Sporting News	-1,993
11 Outside	-3,711
12 Ski	-4,609
13 Skiing	-13,928
Total	**37,086**

Avg. Nwstd. Price	($)
1 Bicycling	2.00
2 Outside	1.95
3 Runner's World	1.85
4 Skin Diver	1.75
5 World Tennis	1.75
6 Skiing	1.71
7 Tennis	1.65
8 Golf Digest	1.54
9 Golf Magazine	1.54
10 Ski	1.50
11 Sport	1.50
12 Sporting News	1.50
13 Sports Illustrated	1.50

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Bike comp. & access.	384.6	50.5%
2. Bicycles	164.0	21.5%
3. Apparel	117.9	15.5%
4. Publishing	14.2	1.9%
5. Travel	11.0	1.4%
All others	70.2	9.2%
Total Ad Pages	761.9	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Biking tech. & equip.	231.2	42.0%
2. Health & fitness	106.5	19.4%
3. Bicycle touring	100.5	18.3%
4. Bicycle techniques	54.3	9.9%
5. Bicycle racing	57.3	10.4%
Total Edit. Pages	549.8	100%

Primary SRDS Classification No.: 45

Average Ad/Edit. Ratio: 57/43

Market Research Available: 1982 Survey Of Retail Bicycle Stores, Bicycling Magazine, sample size 998.

Subscriber Demographics:

- Conducted by: Data Probe, Inc.
- Date: October 1982
- Sample size: 1,000
- Cooperation/Return rate: 76.4%
- Data collection method: Mail

A. Age Breakdown:

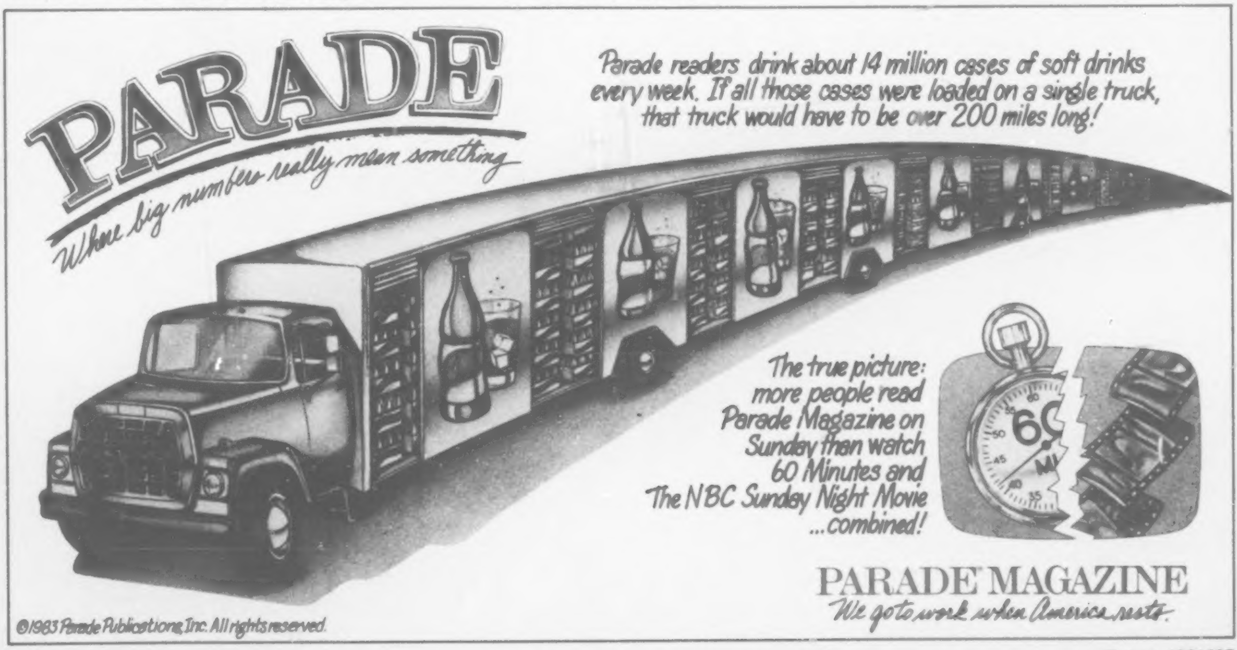
13-17	9.4%
18-24	16.9%
25-34	37.1%
35-44	21.1%
45-54	8.5%
55+	7.0%
Median Age	31.4

B. Male/Female Composition:

Male	86%
Female	14%

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
Where big numbers really mean something
Parade readers drink about 14 million cases of soft drinks every week. If all those cases were loaded on a single truck, that truck would have to be over 200 miles long!
The true picture: more people read Parade Magazine on Sunday than watch 60 Minutes and The NBC Sunday Night Movie ...combined!
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications, Inc. All rights reserved.

Figures are FOLIO estimates for the calendar year 1982.

C. Household Income:

Under $10,000	5.6%
$10,000-14,999	6.6%
$15,000-19,999	8.7%
$20,000-29,999	21.6%
$30,000-39,999	21.6%
$40,000-49,000	13.7%
$50,000 +	22.2%
Median Income	$33,370

D. Occupation:

Mgr. /Admin.	29.3%
Prof/Tech	30.7%
Cler/Sales	5.0%
Other Emp.	29.8%
Not Emp.	5.2%

E. Educational Level:

Not H.S. Grad.	11.9%
H.S. Grad.	12.4%
1-3 Yrs. College	26.1%
Coll. Grad.	18.5%
Post Grad.	31.1%

F. Purchasing and Ownership Indicators:

- •Bicycling subscribers influenced 675,988 other people last year in their purchase of bicycling equipment.
- •31% own bicycle valued $500+.
- •65% own 2+ cars.
- •30% own a truck.
- •54% do car/rec vehicle camping.
- •89% own camping equipment.
- •40% own a passport.
- •96% own stereo equipment.
- •75% own a 35mm camera.
- •12% own a personal computer.

Golf Digest

Golf Digest/Tennis, Inc
A New York Times Company
495 Westport Avenue
Norwalk, Connecticut 06856
(203) 847-5811
Published monthly

Publisher: Howard R. Gill, Jr.
Advertising Director: Win Stevens
Other Key Contacts: Jay FitzGerald, Executive Vice President

Editorial Description: Golf Digest is edited for golfers, from beginners to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC, MPA
Rate Information:
Rates as of rate card No. 37, dated 1/1/83.

Freq.	BW	4C
1X	19,170	28,755
6X	18,210	27,315
12X	17,255	25,880

Rate Base: 1,025,000 as of 1/1/83.

Advertising Data:

- •22% of all advertising space is full page ads.
- •40% of all space is run in full color.
- •75% of advertisers placed 1/6 pg. or more in 1982.
- •36% of advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Combination buy: Golf Digest/Tennis magazine—15% discount.

Special rate cards available: Resorts and travel, and advertisers who offer products by mail.

Demographic or regional editions: Advertisers may buy regionals. Each delivers an average of 265,000 of Golf Digest's total circulation. Regions available are 1) Northeast/Canada, 2) Midwest, 3) South, 4) West. No. 4 delivers an average circulation of 239,000 and earns an additional 13% discount.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Equip./Footwear	387.27	44%
2. Resort/Travel	218.54	25%
3. Automotive	64.00	7%
4. Smoking	57.20	7%
5. Consumer Service	55.54	6%
All Others	96.76	11%
Total Ad Pages	879.31	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Instruction	261	30%
2. News/Opinion	261	30%
3. Special Sections	130	15%
4. Profiles	130	15%
5. Trends/Developments	87	10%
Total Edit Pages	869	100%

Primary SRDS Classification No.: 45

Average Ad/Edit Ratio: 46/54

Market Research Available: "Golf Digest Pro Trade Survey," in-house, 600 golf professionals.

Syndicated Research: Simmons and MRI.

Other Subscriber Research: "1982 Subscriber Survey," Signet Research, 1233 subscribers, questions on travel, equipment, liquor.

Subscriber Demographics:

- •Conducted by: Signet Research, Inc.
- •Date: 3-4/82
- •Sample Size: 1882
- •Cooperation/Return rate: 65.5%
- •Data collection method: mail

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men attend health clubs more often than the men who read Sports Illustrated or People.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

A. Age Breakdown:

18-24	2.8%
25-34	14.5%
35-44	16.8%
45-54	NA
55+	NA
Median Age	52.3

B. Male/Female Composition:

Male	95%
Female	5%

C. Household Income:

Under $10,000	NA
$10,000-14,999	NA
$15,000-19,999	5.4%
$20,000-24,999	7.7%
$25,000-34,999	NA
$35,000-49,999	NA
$50,000+	35%
Median Income	$40,630

D. Occupation:

Mgr./Admin.	46%
Prof./Tech.	33%
Cler./Sales	4%
Other Emp.	17%
Not Emp.	NA

E. Educational Level:

Not H.S./H.S. Grad.	21%
1-3 Yrs. College	32%
College/Post Grad.	47%

F. Purchasing and Ownership Indicators:
- •88% own their own homes.
- •87% took an average of 3 vacation trips in past year.
- •Average subscriber took 7.5 airline trips in the past year.
- •80% subscribers have memberships at Golf Club.
- •79% personally consumed liquor in past 6 months.
- •83% served liquor at home in the past 6 months.
- •Spend $153.27 per vacation day.
- •92% took a trip in the past year.
- •14% own a second or vacation home.
- •57% of all airline trips were for business.

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, New York 10017
(212) 687-3000
Published monthly

Publisher: James L. Turner
Advertising Director: A. Potter Crolius
Other key contacts: Ron Riemer, Ad Director/Equipment

Editorial Description: Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 37% of the total is devoted to instruction with staff-written material as well as contributions from the game's most skilled players. Regular monthly departments include "commentary" by Oscar Fraley, "Viewpoint" by John Ross, "Champs Clinic" and "Pro Pointers" by teaching professionals. In addition, articles on golf resorts, travel opportunities, fairway fashions, profiles of the game's leading personalities, book reviews, humor and commentary make up the balance.

Member: ABC
Rate Information:
Rates as of rate card No.32, dated 1/83.

Freq.	BW	4C
1X	14,000	21,010
6X	13,335	20,015
12X	12,635	18,960

Rate Base: 725,000 as of 1/80.

Advertising Data:
- •73% of all advertising space is full page ads.
- •77% of all space is run in full color.

Networks or combination buys through which publication is available: Golf Magazine/Ski Magazine

Special rate cards available: Mail Order, Resort & Travel

Demographic or Regional Editions: Regional availability: minimum 290,000 circulation.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Sporting goods & toys	220.86	28.2%
2. Travel/resort	153.55	19.6%
3. Automotive	65.47	8.4%
4. Cigarettes/tobacco	64.62	8.2%
5. Retail/direct by mail	62.21	7.9%
All others	216.91	27.7%
Total Ad Pages	783.62	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Instruction	201.4	26.6%
2. Tournaments	99.3	13.1%
3. Travel/resorts	98.2	13.0%
4. Personality profiles	72.8	9.6%
5. Departments	54.8	7.2%
All others	230.7	30.5%
Total Edit. Pages	757.2	100%

Primary SRDS Classification No.: 45

Average Ad/Edit. Ratio: 50.4/49.6

Market Research Available: 1) Annual Equipment Survey, 2) 1982 Reader Survey, 3) 1982 Editorial Preview.

Subscriber Demographics:
- •Conducted by: Globe Research Corporation
- •Date: 1982
- •Sample size: 3,000
- •Cooperation/Return rate: 80%
- •Data collection method: Mail

A. Age Breakdown:

Under 18	1.6%
18-24	3.7%
25-34	19.3%
35-44	17.9%
45-54	18.5%
55+	39.0%
Median Age	49

B. Male/Female Composition:

Male	93.5%
Female	6.5%

C. Household Income:

Under $25,000	15.8%
$25,000-34,999	25.8%
$35,000-49,999	26.4%
$50,000+	32.0%
Median Income	$39,800

D. Occupation:

Mgr./Admin.	39%
Prof/Tech	39.8%
Cler/Sales	7.8%
Other Emp.	12.2%
Not Emp.	1.2%

E. Educational Level:

Not H.S. Grad.	5.2%
H.S. Grad.	16.8%
1-3 Yrs. College	28.7%
Coll. Grad.	24.9%
Post Grad.	24.4%

F. Purchasing and Ownership Indicators:
- •Played golf an average of 17.2 years.
- •74.7% own stocks, bonds or securities.
- •77.3% own 2 or more automobiles.
- •34.5% plan to purchase a new car in the next 12 months.
- •Spent average of $1,796 on vacations in the past 12 months.
- •89.9% use/serve alcoholic beverages.
- •40.2% buy alcoholic beverages by case.
- •57.6% own a 35mm camera.
- •Average value of residence: $98,000.
- •91.4% own life insurance.

Outside

Burke Communications Industries
1165 North Clark Street
Chicago, Illinois 60610
(312) 951-0990
Published 10 times a year

Publisher: Richard Hebard, Associate Publisher
Advertising Director: Anne Clemmer
Other key contacts: Lawrence J. Burke, President and Editor-in-chief

Editorial Description: Outside is a magazine for active educated young adults who enjoy the outdoors and have a commitment to its conservation. Feature articles deal with the sports, exploration, literature, politics, science, photography and resources of the natural world, with emphasis on the adventurous, non-destructive aspects of life outside. Departments include natural science, field news, outdoor photography, a directory of expedition services, and reviews of recreational hardware and software.

Member: ABC

Freq.	BW	4C
1X	6,160	9,240
6X	5,790	8,685
8X	5,670	8,500
10X	5,235	8,315

Rate Base: 220,000 as of 5/83.

Special rate cards available: Mail order and Publisher

Demographic or Regional Editions: A/B splits to regional splits for ads only.

Top Five 1982 Advertising Categories:
1. Outdoor apparel
2. Camping equipment
3. Tobacco
4. Liquor
5. Travel

Top Five 1982 Editorial Categories:
1. Adventure/travel
2. Camping/backpacking/hiking
3. River-canoeing, rafting
4. Bicycling
5. Skiing

Primary SRDS Classification No.: 8B

Average Ad/Edit. Ratio: 45/55

Subscriber Demographics:
- Conducted by: Beta Research Corporation
- Date: 1981
- Sample size: 1,000
- Cooperation/Return rate: 60%
- Data collection method: Mail

A. Age Breakdown:

18-24	7.8%
25-34	60.6%
35-44	23.5%
45-54	6.5%
55+	1.6%
Median Age	31

B. Male/Female Composition:

Male	75%
Female	25%

C. Household Income:

Under $10,000	5.3%
$10,000-14,999	9.9%
$15,000-19,999	11.1%
$20,000-24,999	13.7%
$25,000-29,999	13.1%
$30,000-39,999	15.7%
$40,000-49,999	14.4%
$50,000+	16.8%
Median Income	$28,800

D. Occupation:

Mgr. ./Admin.	64.5%
Cler./Sales	9.9%
Other Emp.	25.6%

E. Educational Level:

H.S. Grad.	12.9%
1-3 Yrs. College	32.2%
Coll. Grad.	23.0%
Post Grad.	31.9%

F. Purchasing and Ownership Indicators:
- 69% own home.
- 95% own/lease car.

Runner's World

Runner's World Magazine Co. Inc.
1400 Stierlin Road
Mountain View, California 94043
(415) 965-8777
Published 13 times per year

Publisher: Bob Anderson
Advertising Director: Derek Clayton

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late- breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC
Rate Information:
Rates as of rate card No. 21, dated Nov. 1982.

Freq.	BW	4C
1X	7,140	10,020
6X	6,854	9,720
12X	6,569	9,419

Rate Base: 365,000 as of June 1981.

Advertising Data:
- 59% of all advertising space is full page ads.
- 51% of all space is run in full color.
- 49% advertisers placed 1/6 or more in 1982.
- 36% advertisers ran 6X or more in 1982.

Demographic or Regional Editions: Ten Regional U.S. editions: CA, NY, NE, MA, SO, MW, TX, NW, WEST, CENT; also an International edition covering CAN, UK, AUS, MEX, So. AFR, EUR.

Top Advertising Categories:

	Ad Pgs.	Pct.
1. Running Shoes	100	19%
2. Training Aids	86.1	16%
3. Apparel	50.4	9%
4. Sporting Goods	34.8	7%
5. Race	34.4	6%
6. All others	232.3	43%
7. Total Ad Pages	538	100%

Top Editorial Categories:

	Edit. Pgs.	Pct.
1. Shoe issue	14	3%
2. Boston Marathon	10	2%
3. Training Aids	10	2%
4. Women's Issue	8	1.4%
5. Active Sptswr.	6	1%
6. All others	499	90.6%
7. Total Edit Pages	547	100%

Primary SRDS Classification No.: 45

Average Ad/Edit Ratio: 45/55

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau
- Date: Oct. 1981-July 1982
- Sample size: 19,035
- Cooperation/Return rate: 247 responses, 1.3%
- Data collection method: two personal interviews

A. Age Breakdown:

18-24	24.8%
25-34	44.1%
35-44	22.1%
45-54	5.5%
55+	3.5%
Median Age	31.2

B. Male/Female Composition:

Male	66.6%
Female	33.4%

C. Household Income:

Under $10,000	4.4%
$10,000-14,999	10.3%
$15,000-19,999	11.3%
$20,000-24,999	9.7%
$25,000-34,999	19.2%
$35,000-49,999	14.3%
$50,000+	30.9%
Median Income	$28,753

D. Occupation:

Mgr. /Admin.	21.9%
Prof/Tech	21.0%
Cler/Sales	12.2%
Other Emp.	26.5%
Not Emp.	5.2%

E. Educational Level:

Not H.S. Grad.	9.0%
H.S. Grad.	91.0%
1-3 Yrs. College	21.2%
Coll. Grad.	43.8%

F. Purchasing and Ownership Indicators:
- 22% drive over 20,000 miles/year
- 73% have or use credit cards
- 21% have AM/FM Cassette in auto
- 16% have rented car in past 12 months
- 34% have taken 4 or more domestic round trips
- 63% buy records and tapes
- 82% say they will run for life
- 68% drink beer
- 70% drink wine
- 43% have drunk light beer in last 7 days

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, New York 10017
(212) 687-3000
Published 7 times a year

Publisher: George Bauer

Editorial Description: Ski Magazine is edited for the ski enthusiasts of the world with attention given to editorial fare for both the new skier as well as the expert. Instruction and technique articles are prepared by North American and European ski instructors. Travel articles feature color photography, plus columns of travel tips. Personality profiles cover racers, coaches and skiers. Adventure stories in the high mountains .Consumer advice articles on what's new in equipment. Humorous articles and cartoons. Regional reports from an international staff of correspondents plus ski film and book reviews, fashion, shopper items, question-and-answer columns for readers on instruction and equipment repair.

Member: ABC
Rate Information:
Rates as of rate card No.23, dared 9/82.

Freq.	BW	4C
1X	11,025	15,140
6X	10,145	14,155
12X	8,160	11,205

Rate Base: 410,000 as of 9/80.

Advertising Data:
- 84% of all advertising space is full page ads.
- 90% of all space is run in full color.

Networks or combination buys through which publication is available: Golf Magazine/Ski Magazine

Demographic or Regional Editions: Regional: East, Midwest and West

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel/hotels/resorts	174.73	24.3%
2. Sporting goods/toys	127.83	17.8%
3. Beer/wine/liquor	106.74	14.9%
4. Apparel/footwear	99.45	13.9%
5. Automotive	43.73	6.1%
All others	165.48	23.0%
Total Ad Pages	717.96	100%

Top Five 1982 Editorial Categories:

		Pct.
1. Equipment/apparel		26%
2. Ski technique		24%
3. Travel/resorts		21%
4. Competition		14%
5. Special features		11%
All others		4%
Total Edit. Pages	538.3	100%

Primary SRDS Classification No.: 45

Average Ad/Edit. Ratio: 57/43

Subscriber Demographics:
- Conducted by: Globe Research Corp.
- Date: June 1982
- Sample size: 3,000
- Cooperation/Return rate: 2,096/70%
- Data collection method: Mail

A. Age Breakdown:

Under 18	12.0%
18-24	20.1%
25-34	30.9%
35-44	21.8%
45-49	5.8%
50 +	9.4%
Median Age	30.8

B. Male/Female Composition:

Male	74.6%
Female	25.4%

C. Household Income:

Under $15,000	6.8%
$15,000-19,999	8.2%
$20,000-24,999	10%
$25,000-29,999	10.7%
$30,000-39,000	16.2%
$40,000-49,000	13.7%
$50,000 +	34.4%
Median Income	$38,800

D. Educational Level:

Not H.S. Grad.	11.7%
H.S. Grad.	11.3%
1-3 Yrs. College	27.1%
Coll. Grad.	26.2%
Post Grad.	23.7%

E. Purchasing and Ownership Indicators:
- 60% took a ski vacation 4+ nights in the past season.
- Spent an average of $241 on ski equipment in the past year.
- 82% plan to take a ski vacation 4+ nights in the next season.

From a 1981 SMRB Survey:
- 57% drink domestic wine.
- 63% are personally responsible for the maintenance of a car.
- 52% own a tennis racket.
- Ski was No. 1 in domestic travel compared to all magazines in SMRB 1981.

Skiing

Ziff-Davis Publishing Company
One Park Avenue
New York, New York 10016
(212) 725-3800
Published 7 times a year

Publisher: Henry A. Kaiser
Advertising Director: James Flynn

Editorial Description: Skiing is edited for the active skier: the beginning as well as the experienced skier who is interested in learning about the sport, its equipment, and its technique. Regular articles cover the latest in ski fashion, new and improved equipment, competition results, skiing personalities, and general news of people and places. Reports on the world's great ski areas are featured, with particular emphasis on unique photographic exposition. Ski technique is explained by professional ski instructors, and a section of instructional drawings and tips is a regular feature.

Member: ABC
Rate Information:
Rates as of rate card No.19, dated 9/82.

Freq.	BW	4C
1X	12,135	16,480
7X	9,950	14,295
12X	8,170	11,085

Rate Base: 430,000 as of 9/82.

Networks or combination buys through which publication is available: Ziff- Davis Magazine Network

Special rate cards available: Mail order and Retail

Demographic or Regional Editions: East, Midwest and West

Primary SRDS Classification No.: 45

Market Research Available: The U.S. Skiing Market- a Nationwide Study of Skier Behavior, Attitudes, and Motivations: conducted by Opinion Research Corporation, 1978, sample size 2,363 skiers.

Syndicated Research: Reported only as part of the Ziff-Davis Magazine Network.

Subscriber Demographics:
- Conducted by: Globe Research Corporation
- Date: June-July 1980
- Sample size: 1,052
- Cooperation/Return rate: 54%
- Data collection method: Mail

A. Age Breakdown:

Under 18	10%
18-24	28%
25-34	39%
35-44	17%
45-54	6%
Median Age	28

B. Male/Female Composition:

Male	73%
Female	27%

C. Household Income:

Under $25,000	25%
$25,000-49,999	35%
$50,000 +	40%
Median Income	$45,400

D. Educational Level:

Not H.S. Grad.	9%
H.S. Grad.	14%
1-3 Yrs. College	29%
Coll. Grad.	25%
Post Grad.	23%

E. Purchasing and Ownership Indicators:
- 89% skied in the past season.
- 94% own ski equipment.
- 46% purchased ski equipment in the past season.
- 97% own ski apparel.
- 54% purchased ski apparel in the past season.
- 86% own ski accessories.
- 32% purchased ski accessories in the past season.
- 93% own car, motorcycle, truck & other vehicles.
- 87% drank/served an alcoholic beverage in the past month.
- 66% own a credit card (T&E, bank, Travel or gasoline).

Skin Diver

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Published monthly

Publisher: Paul Tzimoulis
Advertising Director: Jim P. Walsh

Editorial Description: Skin Diver Magazine is devoted to the underwater world of recreational diving, industry, science and technology. The editorial format designed to satisfy the novice, intermediate and expert diver covers underwater activities including snorkeling, skin diving, scuba diving, commercial diving and deep sea research. Regular monthly features include a diverse range of interests: underwater photography, boating, shipwreck exploration, undersea science, and recreational tourism. In addition to the consumer readership, the magazine serves the sporting goods trade with news about retail dive shops, new products, and technological developments. Underwater research and development by government and private industry is also regularly covered.

Member: ABC
Rate Information:
Rates as of rate card No.31, dated 1/83.

Freq.	BW	4C
1X	4,465	7,145
6X	4,240	6,790
12X	4,065	6,500

Rate Base: 190,000 as of 1/83.

Advertising Data:
- 50.2% of all advertising space is full page ads.
- 41.7% of all space is run in full color.

Networks or combination buys through which publication is available: Petersen Action Group Rate Card No. 11.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel	262	34%
2. Skin Diving Equip.	212	27%
3. Skin Diving Access.	70	9%
4. Schools & Home study	68	9%
5. General/misc.	34	4%
All others	136	17%
Total Ad Pages	782	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Overseas travel	132	19%
2. Dive equipment	103	14%
3. Education	103	14%
4. Photography	71	10%
5. Adventure	37	5%
All others	245	38%
Total Edit. Pages	691	100%

Primary SRDS Classification No.: 45

Average Ad/Edit. Ratio: 54/46

Subscriber Demographics:
- Conducted by: Harvey Research Organization
- Date: September/October 1982
- Sample size: 2,000
- Cooperation/Return rate: 65%
- Data collection method: Mail

A. Age Breakdown:

18-24	20%
25-34	43%
35-44	20%
45-49	5%
50 +	7%
Median Age	30.6

B. Male/Female Composition:

Male	88%
Female	12%

C. Household Income:

Under $10,000	6%
$10,000-14,999	10%
$15,000-19,999	15%
$20,000-24,999	11%
$25,000-34,999	21%
$35,000-49,999	17%
$50,000 +	20%
Median Income	$28,327

D. Occupation:

Mgr. /Admin.	63%
Cler/Sales	8%
Other Emp.	29%
Not Emp.	3%

E. Educational Level:

Not H.S. Grad.	7%
H.S. Grad.	15%
1-3 Yrs. College	35%
Coll. Grad.	26%
Post Grad.	17%

F. Purchasing and Ownership Indicators:
•Average 235 rolls of film bought in a year.
•42% own boats.
•46% bought a car in the past 12 months.
•96% own audio/stereo/video equipment.
•90% served alcoholic beverages in the past month.
•92% personally drank alcoholic beverages in the past month.

Sports Illustrated

Time Incorporated
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212
Published weekly, except for a week in February and September and a double year-end issue.

Publisher: Philip G. Howlett
Advertising Director: Donald J. Barr
Other key contacts: Robert L. Miller, General Manager; E. Bruce Hallett, Business Manager; Robert D. McCoach, Circulation Director; Thomas J. Hickey Jr., Ad Sales Manager.

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC
Rate Information:
Rates as of rate card No.35, dated 1/83.

Freq.	BW	4C
1X	38,585	60,195
13X	37,040	57,785
52X	33,955	52,970

Rate Base: 2,325,000 as of 9/82.

Advertising Data:
•80% of all space is run in full color.
•400+ advertisers placed 1/6 or more in 1982.

Networks or combination buys through which publication is available: Media Networks, Inc.

Special rate cards available: Mail order discount; Hotel and Resort.

Demographic or Regional Editions: 6 Regional editions, 51 State editions, 52 Metro editions, 7 Special editions per rate card No. 35.

Primary SRDS Classification No.: 36A

Average Ad/Edit Ratio: 45/55

Market Research Available: Contact Publisher

Syndicated Research: Simmons

Other Subscriber Research: Contact Publisher

Subscriber Demographics:
•Conducted by: Don Bowdren Associates
•Date: January 1981
•Sample size: 499
•Cooperation/Return rate: 359 responses, 71.9%
•Data collection method: Mail

A. Age Breakdown:

18-24	22.6%
25-34	32.7%
35-44	18.7%
45-54	11.5%
55 +	14.5%
Median Age	33.6

B. Male/Female Composition:

Male	92.0%
Female	8.0%

C. Household Income:

Under $10,000	3.3%
$10,000-14,999	5.4%
$15,000-19,999	6.0%
$20,000-24,999	14.7%
$25,000-34,999	19.5%
$35,000-49,999	22.3%
$50,000 +	28.8%
Median Income	$35,710

D. Occupation:

Mgr. ./Admin.	58.1%
Prof./Tech.	13.5%

E. Educational Level:

Not H.S. Grad.	8.2%
H.S. Grad.	16.0%
1-3 Yrs. College	23.1%
Coll. Grad.	52.7%
Post Grad.	29.9%

F. Purchasing and Ownership Indicators:
•34% bought a calculator in the past year.
•24% acquired a 35mm camera in the past year.
•28.4% acquired an AM/FM stereo car radio in the past year.
•17% bought a portable color TV in the past year.
•35.4% have central air conditioning.
•20.5% own 2 or more homes.
•13.6% bought a microwave oven in the past year.
•26.2% bought a power drill in the past year.
•16.9% bought a power lawn mower in the past year.

SPORTSTYLE

Fairchild Publishing, div. of Capital Cities Media, Inc.
7 East 12 Street
New York, New York 10003
(212) 741-5970

For more information see complete media profile in the *Men's and Women's Lifestyle* market sections.

Sport

Sports Media Corporation
119 West 40th Street
New York, New York 10018
(212) 869-4700
Published monthly

Publisher: Don Hanrahan
Advertising Director: Tom Brown
Other key contacts: Wick Allison, President

Editorial Description: Sport is edited for the sports fan. It is a guide to the month's major professional sporting events. Sport previews and predicts. It profiles major personalities, picks the season's winners and losers, gives tips based on past performances, and delivers commentary on sporting trends. Regular departments include the monthly interview with a sports personality, the upfront Sportalk section, the Sport Quiz, and the back page Extra Points recommendations.

Member: ABC

The Sporting News

Times-Mirror Corporation
1212 North Lindbergh Boulevard
St. Louis, Missouri 63132
(314) 997-7111

See complete media profile in the *Weeklies* market analysis section.

Tennis

Golf Digest/Tennis Inc.
495 Westport Avenue
Norwalk, Connecticut 06856
(203) 847-5811
Published monthly

Publisher: Francis X. Dealy, Jr.
Advertising Director: Mark Adorney

Editorial Description: Tennis magazine is for active tennis players at various levels and ages. Each issue contains features on playing instruction, the mental side of tennis, tips, and equipment. Tennis covers the professional game with player profiles, tournament previews, professional circuit results, monthly columns on junior and senior tennis, reviews of camps and resorts, news of people in and around tennis, tournament schedules and national tennis rating system information. The February Annual issue contains professional and amateur results from the previous year, historical tournament records and other statistics. Special sections about U.S. Open, TV Tennis Guides and regional travel appear regularly.

Member: ABC, MPA
Rate Information:
Rates as of rate card No.19, dated 1/1/83.

Freq.	BW	4C
1X	9,180	13,770
6X	8,720	13,080
12X	8,260	12,395

Rate Base: 460,000 as of 1/1/83.

Advertising Data:
•30% of all advertising space is full page ads.
•35% of all space is run in full color.
•75% advertisers placed 1/6 or more in 1982.
•46% advertisers ran 6X or more in 1982.

Network or combination buys through which publication is available: 15% discount with Golf Digest.

Special rate cards available: Resorts and Travel and advertisers who offer products by mail.

Tennis (cont.)

Demographic or Regional Editions: Minimum circulation 30%, must be full-page creative. Can be broken down by state, county, or zip code. Contributes toward frequency and continuity discounts.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Equipment/Footwear	334.07	44%
2. Resort	129.08	17%
3. Liquor/Beverages	76.16	10%
4. Automotive	45.98	6%
5. Consumer Service	35.85	5%
All others	138.11	18%
Total Ad Pages	759.25	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Features	378	50%
2. Departments	186	25%
3. Instruction	168	22%
All others	20	3%
Total Edit. Pages	752	100%

Primary SRDS Classification No.: 45

Average Ad/Edit. Ratio: 47/53

Subscriber Demographics:
- Conducted by: Signet Research, Inc.
- Date: March-April, 1982.
- Sample size: 1878
- Cooperation/Return rate: 55.1%
- Data collection method: Mail

A. Age Breakdown:

18-24	17.0%
25-34	28.0%
35-44	28.0%
Median Age	32.2

B. Male/Female Composition:

Male	66%
Female	34%

C. Household Income:

$15,000-19,999	7.1%
$20,000-24,999	7.9%
$50,000+	33.0%
Median Income	$39,410

D. Occupation:

Mgr. /Prof	80%
Other Emp.	20%

E Educational Level:

H.S. Grad.(or less)	21%
1-3 Yrs. College	29%
Coll. Grad. (plus)	50%

F. Purchasing and Ownership Indicators:
- 15% own a Video Recorder.
- 6% own a Home Computer.
- 89% own Stereo Components.
- 47% traveled outside U.S. in past 3 years.
- 61% used a travel agent in past year.
- 32% took 4+ vacations in past year.
- 80% served 5 types of liquor in past 6 months.
- 48% gave liquor as a gift in past 6 months.
- subscribers drink average of 4 different types of liquor.
- 11% own a second or vacation home.

World Tennis

CBS Publications
1515 Broadway
New York, New York 10036
(212) 719-6301
Published monthly

Publisher: Charles M. Stentiford
Advertising Director: Peter McGrath
Other key contacts: Perry Grayson, Marketing Research Director

Editorial Description: World Tennis is edited for tennis enthusiasts at all skill levels. Each issue contains in-depth instruction, articles, feature stories on the leading players, scientific research results of equipment testing, as well as special features on fitness, equipment, tennis apparel, indoor tennis facilities, major tournaments and their complete results. For travel-minded tennis players, regional vacation guides along with the regular travel column cover the whys and where-tos of tennis resorts and tennis camps. Features include reporting of major tennis events.

Member: ABC
Rate Information:
Rates as of rate card No.29, dated 1/83.

Freq.	BW	4C
1X	8,460	12,670
6X	8,040	12,035
12X	7,615	11,405

Rate Base: 385,000 as of 1/83.

Advertising Data:
- 61% of all space is run in full color.

Networks or combination buys through which publication is available: CBS Magazine Network

Special rate cards available: Mail order, Camp resorts & Travel

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Sporting Goods	132.3	24.9%
2. Apparel/footwear	82.6	15.5%
3. Automotive	67.1	12.6%
4. Retail/direct mail	61.4	11.5%
5. Travel/resorts	43.4	8.2%
All others	144.9	27.2%
Total Ad Pages	532.2	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Instruction	122.33	17.8%
2. Personality/profiles	108.48	15.8%
3. Tournaments	107.15	15.5%
4. Equipment	50.81	7.4%
5. Travel	49.47	7.2%
All others	249.54	36.3%
Total Edit. Pages	687.8	100%

Primary SRDS Classification No.: 45

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Erdos & Morgan
- Date: 1981
- Sample size: 2000
- Cooperation/Return rate: 1,107 responses, 56.3%
- Data collection method: Mail

A. Age Breakdown:

18-24	13.8%
25-34	19.8%
35-44	23.1%
45-54	12.4%
55+	9.8%
Median Age	32.8

B. Male/Female Composition:

Male	61.3%
Female	38.7%

C. Household Income:

Under $10,000	2.2%
$10,000-14,999	5.0%
$15,000-19,999	5.7%
$20,000-24,999	6.8%
$25,000-34,999	17.7%
$35,000-49,999	22.8%
$50,000+	39.8%
Median Income	$42,923

D. Educational Level:

Not H.S. Grad.	21.5%
H.S. Grad.	8.2%
1-3 Yrs. College	25.3%
Coll. Grad.	17.7%
Post Grad.	27.3%

E. Purchasing and Ownership Indicators:
- World Tennis households spend nearly $163,000 a year on tennis equipment.
- 87% used/served alcoholic beverages in the past year.
- 53% own/lease an imported car.
- 83% own/lease a domestic car.
- 46% took 3+ domestic trips by commercial airlines in the past year.
- 31% took 3+ foreign commercial airline trips in the past year.
- 60% own a 35mm camera.
- 82% own car stereo equipment
- 74% own home stereo equipment.
- 21% own a video cassette recorder.

Men's service *(continued...)*

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Popular Science (cont.)

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Retail/direct by mail	214.96	21.7%
2. Building mat., equip.	122.22	12.4%
3. Automobile	117.83	11.9%
4. Cigarettes/tobacco	93.64	9.5%
5. Business/cons. serv.	82.64	8.4%
All others	356.95	36.1%
Total Ad Pages	988.24	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Building	261.6	27.0%
2. Travel/transportation	245.0	25.2%
3. Science/tech./inven.	158.8	16.4%
4. Home furnish/manage.	94.1	9.7%
5. Sports/recrt'n/hobby	66.1	6.8%
All others	145.1	14.9%
Total Edit. Pages	970.7	100%

Primary SRDS Classification No.: 29

Average Ad/Edit. Ratio: 50.7/49.3

Subscriber Demographics:
•Conducted by: Opinion Research Corp.
•Date: July 1981
•Sample size: 807
•Data collection method: Phone

A. Age Breakdown:

Median Age	39

B. Household Income:

Under $15,000	14%
$15,000-19,999	11%
$20,000-24,999	17%
$25,000-29,999	14%
$30,000-39,000	20%
$40,000-49,000	11%
$50,000 +	13%
Mean Income	$31,323

D. Occupation:

Mgr. /Admin.	12%
Prof/Tech	27%
Cler/Sales	6%

E. Educational Level:

Not H.S. Grad.	8%
H.S. Grad.	26%
1-3 Yrs. College	23%
Coll. Grad.	23%
Post Grad.	18%

F. Purchasing and Ownership Indicators:
•90% own their homes.
•83% own power tools.
•71% own stereo components.
•20% own or plan to buy a personal computer.
•24% own or plan to buy solar energy products.
•37% own SLR camera.
•40% own a boat or recreational vehicles.

Weeklies *(continued...)*

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Time

Time Inc.
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212

See complete media profile in the *Newsmagazines* market analysis section.

TV Guide

Triangle Publications, Inc.
4 Radnor Corporate Center
Radnor, Pennsylvania 19088
(215) 293-8500
Published weekly

Publisher: Eric G. Larson
Advertising Director: Thomas J. McDonough
Other key contacts: Robert G. Baumier, Advertising Manager

Editorial Description: TV Guide covers the world of television. It reports television's news, reviews its programs and profiles both on and off the screen personalities; features sports, food recipes and fashions; discusses television's achievement and its problems. Each issue contains programming information for separate editions.

Member: ABC
Rate Information:
Rates as of rate card No.31, dated 7/82.

Freq.	BW	4C
1X	65,600	77,400
6X	383,760	441,180
12X	728,160	835,920

Rate Base: 17,000,000 as of 1/82.

Advertising Data:
•44% of all advertising space is full page ads.
•37.46% of all space is run in full color.
•3,898 advertisers placed 1/4 or more in 1982.
•973 advertisers ran 13X or more in 1982.

Demographic or Regional Editions: 107 local geographic editions, 8 regional and major market areas that roughly parallel Nielsen regions.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Publishing/media	1,021.21	28%
2. Retail/direct mail	430.74	12%
3. Smoking material	422.49	12%
4. Supermarket products	289.14	8%
5. Consumer services	112.59	3%
All others	1,339.60	37%
Total Ad Pages	3,615.77	100%

Primary SRDS Classification No.: 36A

Average Ad/Edit. Ratio: 39.7/60.3

Syndicated research: SMRB and MRI

U.S. News & World Report

U.S. News & World Report, Inc.
2300 N Street Northwest
Washington, DC 20037
(202) 861-2000

See complete media profile in the *Newsmagazines* market analysis section.

Us

Macfadden Holdings Incorporated
215 Lexington Avenue
New York, New York 10016
(212) 340-7500
Published bi-weekly

Publisher & Advertising Director: Garey Symington

Editorial Description: Us is a pictorial entertainment magazine for sophisticated young adults. It focuses on personalities, trends and events about to make the news. Us also features film, music and television critics and commentators.

Member: ABC

Top Five 1982 Advertising Categories:

	Ad Pgs.
1. Cigarettes/tobacco	219.81
2. Toiletries/cosmetics	70.52
3. Beer/wine/liquor	62.00
4. Publishing/media	38.99
5. Home entertainment	35.23
All others	177.83
Total Ad Pages	604.38

Top Five 1982 Editorial Categories:

	Edit. Pgs.
1. Television	187.67
2. Movies	172.18
3. Music	151.85
4. Sports	58.50
5. Health	22.50
Total Edit. Pages	592.70

Primary SRDS Classification No.: 36B

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Motor Trend (cont.)

Member: ABC
Rate Information:
Rates as of rate card No.45, dated 1/83.

Freq.	BW	4C
1X	14,815	23,705
6X	14,075	22,520
12X	13,480	21,570

Rate Base: 750,000 as of 1/83.

Advertising Data:
- •88.5% of all advertising space is full page ads.
- •74.8% of all space is run in full color.

Networks or combination buys through which publication is available: Petersen Action Group Rate Card No.11.

Special rate cards available: Mail Order Rate Card No. 45M.

Demographic or Regional Editions: Regions: Eastern, Southern, Central and Western.

Syndicated Research: MRI

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Automotive/Foreign	174	25%
2. Automotive/Domestic	172	25%
3. Auto Parts/Access.	152	22%
4. Smoking Materials	52	7%
5. Petro/Chem. Prod.	32	5%
All others	114	16%
Total Ad Pages	696	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Road Tests	364	45%
2. Driving Impress.	121	15%
3. New Car Intro's	81	10%
4. Service Stories	81	10%
5. Departments	161	20%
Total Edit. Pages	808	100%

Primary SRDS Classification No.: 3

Average Ad/Edit. Ratio: 47.9/52.1

Subscriber Demographics:
- •Conducted by: Leslie A. Riffkin & Associates
- •Date: May/June 1982, September/October 1982
- •Sample size: 2,400; 3,000
- •Cooperation/Return rate: 65.7%
- •Data collection method: Mail

A. Age Breakdown:

18-24	14.7%
25-34	23.1%
35-44	20.8%
45-54	13.3%
55+	21.6%
Median Age	37.7

B. Male/Female Composition:

Male	97%
Female	3%

D. Occupation:

Mgr./Prof.	54.8%
Cler./Sales	12.3%
Other Emp.	32.9%
Not Emp.	19.3%

E. Educational Level:

Not H.S. Grad.	11.0%
H.S. Grad.	23.2%
1-3 Yrs. College	28.4%
Coll. Grad.	20.6%
Post Grad.	16.8%

F. Purchasing and Ownership Indicators:
- •96.9% own/lease car.
- •72.5% own/lease 2+ cars.
- •35.3% own a truck.
- •63.5% drive 20,000+ miles in past year.
- •84.0% own photo equipment.
- •86.8% own audio equipment.
- •80.2% own stereo equipment.
- •70.0% served alcoholic beverages in past year.

Popular Hot Rodding

Argus Publishers Corporation
12301 Wilshire Boulevard
Los Angeles, California 90025
(213) 820-3601
Published Monthly

Publisher: George Elliott
Advertising Director: Bill Lloyd

Editorial Description: Popular Hot Rodding is edited for the automotive enthusiast with an emphasis on performance, bolt-on accessories, replacement parts, safety and the sport of drag racing. Articles covering new products, methoods to improve styling, test and analysis of cars, "do it yourself" information, and results of race events are featured regularly. It summarizes new industry accomplishments and future plans.

Member: ABC, SMRB
Rate Information:
Rates as of rate card No.18, dated 1/83.

Freq.	BW	4C
1X	3,764	6,022
6X	3,576	5,721
12X	3,388	5,420

Special rate cards available: Mail order

Demographic or Regional Editions: Must purchase at least 2 contiguous states per Region and run a full-page ad.

Top 1982 Advertising Categories:

	Pct.
1. Automotive	90%
2. Tobacco	5%
3. Liquor	5%
Total Ad Pages	100%

Top Five 1982 Editorial Categories:

		Pct.
1. Technical		25%
2. How-to's		25%
3. Feature		20%
4. Car feature		15%
5. Event		15%
Total Edit. Pages	732	100%

Primary SRDS Classification No.: 3

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
- •Conducted by: Simmons Market Research Bureau
- •Date: 1982

A. Age Breakdown:

18-24	61.2%
18-34	83.9%
18-49	97.1%
Median Age	23.4

B. Household Income:

Under $10,000	28.1%
$10,000-14,999	14.1%
$15,000-19,999	9.2%
$20,000-29,999	12.9%
$30,000+	8.4%
Median Income	$13,227

D. Occupation:

Mgr./Admin.	4.6%
Prof/Tech	6.2%
Cler/Sales	9.9%
Other Emp.	29.2%
Not Emp.	27.2%

E. Educational Level:

H.S. Grad.(or less)	80.1%
Coll. Grad. (or less)	14.8%

Road & Track

CBS Publications
1499 Monrovia Avenue
Newport Beach, California 92663
(714) 646-4455
Published monthly

Publisher: Richard A. Bartkus
Advertising Director: H. Clifford Parris
Other key contacts: Phil Burrows, Associate Ad Director

Editorial Description: Road & Track is written for the automotive enthusiast who truly enjoys cars and driving: and takes them both quite seriously. Road & Track focuses on both import and domestic cars of a sporting nature, ranging from compact sedans to the most exotic sports cars. Editorial emphasis is on automobiles offering performance, economy, efficient designs, and quality engineering. Included as regular features are road tests and driving reports, detailed technical discussions, reports of important international automotive events, biographies of automotive personalities, articles on travel, book reviews, automotive history, humor and fiction. News and opinions on the current international and domestic automotive scene are regularly included.

Member: ABC
Rate Information:
Rates as of rate card No.37, dated 10/82.

Freq.	BW	4C
1X	13,825	21,720
6X	13,130	20,635
12X	12,435	19,550

Rate Base: 675,000 as of 10/82.

Advertising Data:
- •70% of all advertising space is full page ads.
- •60% of all space is run in full color.
- •97 advertisers placed 1/6 or more in 1982.
- •85 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: CBS Special Interest Magazine Network.

Special rate cards available: Mail order (classified).

Demographic or Regional Editions: Regional

Top Five 1982 Advertising Categories:

	Ad Pgs.
1. Autos/accessories	450
2. Mail order	267
3. Miscellaneous	74
4. Smoking	62
5. Toiletries	49
All others	276
Total Ad Pages	1178

Top Five 1982 Editorial Categories:

	Edit. Pgs.
1. General	456
2. Monthly columns	218
3. Competitions	157
4. Road tests	139
5. Technical	85
Total Edit. Pages	1055

Automotive *(continued)*

Road & Track (cont.)

Primary SRDS Classification No.: 3

Average Ad/Edit. Ratio: 54/46

Subscriber Demographics:
- Conducted by: Leslie A. Riffkin & Associates
- Date: Spring 1982
- Sample size: 2,500
- Cooperation/Return rate: 75%
- Data collection method: Mail

A. Age Breakdown:

18-24	27.1%
25-34	35.9%
35-44	22.4%
45-54	10.1%
55+	5.4%
Median Age	31.2

B. Male/Female Composition:

Male	97.6%
Female	2.4%

C. Household Income:

$15,000-19,999	17.0%
$20,000-24,999	8.9%
$25,000-34,999	21.3%
$35,000-49,999	23.3%
$50,000+	29.5%
Median Income	$36,410

D. Occupation:

Mgr. /Admin.	27.6%
Prof/Tech	29.1%
Cler/Sales	6.9%
Other Emp.	18.2%
Not Emp.	18.2%

E. Educational Level:

Not H.S. Grad.	5.2%
H.S. Grad.	13.6%
1-3 Yrs. College	32.1%
Coll. Grad.	25.9%
Post Grad.	23.2%

F. Purchasing and Ownership Indicators:
- 58% purchased home computers in the past year.
- 32% went backpacking/camping in the past year.
- 46% went jogging/running in the past year.
- 25% own home video games,
- 48% own a cassette tape deck.
- 67% own a 35mm SLR camera.
- 53% used cologne in the past month.
- 65% used/served wine in the past month.
- 45% used/served imported beer in the past month.
- 71% purchased 5 sports shirts in the past year.

Lifestyle: self-sufficiency *(continued)*

(continued from 343)

Organic Gardening

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171

See complete media profile in the *Home Service* market analysis section.

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171

See complete media profile in the *Home Service* market analysis section.

Culinary *(continued)*

(continued from 299)

Great Recipes of the World

Great Recipes Publishing Associates
333 Sylvan Avenue
Englewood Cliffs, New Jersey 07632
(201) 569-2424
Published monthly

Publisher: Norman Roseman
Advertising Director: Russ Russomanno

Editorial Description: Great Recipes of the World is devoted to food preparation and recipes with the emphasis on simplicity. Each month features the foods of a specific country or region of the world. As a special feature, each issue has bound into it 12 recipe cards illustrating the finished recipe on one side in full color, with ingredients and direction on the reverse side. The cards are perforated for easy removal.

Member: ABC
Rate Information:
Rates as of rate card No.6, dated 2/82.

Freq.	BW	4C
1X	6,500	8,500
6X	5,525	7,225
12X	5,200	6,800

Rate Base: 750,000 as of 2/82.

Advertising Data:
- 95% of all advertising space is full page ads.
- 95% of all space is run in full color.
- 28 advertisers placed 1/6 or more in 1982.
- 6 advertisers ran 6X or more in 1982.

Top 1982 Advertising Category:

	Ad Pgs.	Pct.
• Food	94	100%

Top 1982 Editorial Category:

	Pct.
• Food	100%

Primary SRDS Classification No.: 18

Average Ad/Edit. Ratio: 10/90

Subscriber Demographics:
- Conducted by: Mark Clements Research
- Date: February 1982
- Sample size: 2,000
- Cooperation/Return rate: 63%
- Data collection method: Mail

A. Age Breakdown:

18-24	7.5%
25-34	24.1%
35-44	23.4%
45-54	20.3%
55+	23.7%
Median Age	42.4

B. Male/Female Composition:

Male	10.8%
Female	89.2%

C. Household Income:

Under $10,000	8.7%
$10,000-14,999	11.1%
$15,000-19,999	9.0%
$20,000-24,999	12.6%
$25,000-34,999	23.6%
$35,000-49,999	18.6%
$50,000+	16.2%
Median Income	$35,200

D. Occupation:

Mgr. /Admin.	20.4%
Prof./Tech.	16.7%
Cler./Sales	22.1%
Other Emp.	8.3%
Not Emp.	23.1%

E. Educational Level:

Not H.S. Grad.	6.2%
H.S. Grad.	38.8%
1-3 Yrs. College	27.7%
Coll. Grad.	11.5%
Post Grad.	6.7%

F. Purchasing and Ownership Indicators:
- 64.6% use wine in cooking.
- 92% used, served or drank wine in the past month.
- 83.8% used, served or drank beer in the past month.
- Readers entertained 15.66 guests at home in the past month.
- 93.9% always, sometimes shop and purchase advertised brands for cooking.
- 48.6% own food processors.
- 39.1% own microwave ovens.
- 31.8% own ice cream makers.
- 88.4% own blenders.
- 70.6% own electric coffee makers.

Sunday syndicated magazines

Ad Pages	
1 Family Weekly	886
2 Parade	796
Total	**1,682**

Ad Pages Growth (1981/1982)	(%)
1 Parade	-4.0
2 Family Weekly	-10.6

Net Chg. Ad Pages (1981/1982)	
1 Parade	-33
2 Family Weekly	-105
Total	**-138**

Avg. Ad Pages/Copy	
1 Family Weekly	17
2 Parade	15

Ad Revenue	($000)
1 Parade	157,256
2 Family Weekly	101,420
Total	**258,676**

Ad Revenue Growth (1981/1982)	(%)
1 Parade	10.5
2 Family Weekly	-0.7

Net Chg. Ad Revenue (1981/1982)	($000)
1 Parade	14,949
2 Family Weekly	-667
Total	**14,282**

Avg. Ad Rev./Copy	($)
1 Family Weekly	0.16
2 Parade	0.14

Average Circulation	
1 Parade	21,781,708
2 Family Weekly	12,472,075
Total	**34,253,783**

Avg. Circ. Growth (1981/1982)	(%)
1 Parade	0.6
2 Family Weekly	0.1

Net Chg. Avg. Circ. (1981/1982)	
1 Parade	137,589
2 Family Weekly	13,325
Total	**150,914**

Avg. Circ. Rev./Copy	($)
1 Family Weekly	0.00
2 Parade	0.00

Total Revenue (ad rev. + circ. rev.)	($000)
1 Parade	157,256
2 Family Weekly	101,420
Total	**258,676**

Total Rev. Growth (1981/1982)	(%)
1 Parade	10.5
2 Family Weekly	-0.7

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Family Weekly	26
2 Parade	26

Avg. Edit. Pgs./Copy	
1 Parade	11
2 Family Weekly	9

(Advertisement)

The Simmons Market Research Bureau conducts a comprehensive annual study of 110 publications representing a wide variety of categories. These studies of the media and marketing habits of the American public provide information on ownership, product use and demographics. In addition, crosstabulations of SMRB data by PRIZM, ClusterPlus and VALS segments are also available.

As another service, Simmons provides a variety of special studies commissioned by individual publications.

For detailed information on any measured publication, contact either the publisher directly, or Ms. Cass Faller, Client Support Services, Simmons Market Research Bureau: 212-867-1414, Ext. 267.

Magazine Profiles

The Sunday Magazine Network (Sunday Mag/Net) also serves this market, however it is not a single magazine but a network of many local newspaper Sunday magazine supplements. Many of these local supplements might have individually qualified if measured separately. For further information concerning this network, please refer to the network section.

Family Weekly

CBS Publications
1515 Broadway
New York, New York 10036
(212) 719-6900
Published weekly

Publisher: Patrick M. Linskey, President
Advertising Director: Gerald Wroe, Vice President
Other key contacts: Stanley Rosenfeld, Vice President and Marketing Director; Jonathan Thompson, Vice President and General Manager; Joseph Frazer, Vice President and Associate Advertising Director

Editorial Description: Family Weekly is a newspaper edited for general readership. Its feature subjects include personalities, stories behind the news, unusual personal experiences, national affairs, social problems, entertainment, sports, recreation, health, science, child care, family relations, adventure, true mysteries and inspiration. Regular departments include food section, humor page, and children's page.

Member: ABC, ANPA, INPA

Rate Information:
Rates as of rate card No.47, dated 1/83.

Freq.	BW	4C
1X	100,875	115,125
6X	96,840	108,218
12X	90,788	103,613

Rate Base: 12,500,000 as of 1/83.

Advertising Data:
•71% of all advertising space is full page ads.
•51% of all space is run in full color.
•100% advertisers placed 1/6 or more in 1982.

Special rate cards available: Mail order, Dutch doors, Order cards, Booklets

Demographic or Regional Editions: An advertiser can run any combination of Family Weekly's 364 newspapers so long as a minimum of 1,000,000 circulation is selected.

Sunday syndicated magazines (continued)

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Retail/direct by mail	194.87	23.9%
2. Cigarettes/tobacco	178.93	21.9%
3. Food/food products	60.07	7.3%
4. Home ent./equip.	55.34	6.8%
5. Horticulture	48.18	5.9%
All others	279.62	34.2%
Total Ad Pages	817.01	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Culture/humanities	82.2	17.2%
2. Miscellaneous	58.7	12.3%
3. General interest	56.8	11.9%
4. National affairs	42.8	8.9%
5. Sports/rec./hobby	42.5	8.9%
All others	195	40.8%
Total Edit. Pages	478	100%

Primary SRDS Classification No.: 38

Average Ad/Edit. Ratio: 61/39

Market Research Available: Sales management's special tabulation of sales for selected product categories in Family Weekly's primary marketing area; Coverage charts of Family Weekly, Parade, Sunday and free-standing inserts by ADI; U.S. coverage maps by county for Family Weekly, major food & drug chains and mass merchandisers.

Syndicated Research: Simmons and MRI

Parade

Newhouse
750 Third Avenue
New York, New York 10017
(212) 573-7000
Published weekly

Publisher: Warren J. Reynolds
Advertising Director: James Martise

Editorial Description: Parade magazine's editorial places an emphasis on special articles by personalities addressing subjects of national interest. The editorial format includes Personality Parade, a question and answer feature about famous people, Intelligence Report, Significa, and Laugh Parade. Parade also offers themed editorial sections including food sections by Julia Child and health sections by Earl Ubell.

Rate Information:
Rates as of rate card No.78, dated 1/83.

Freq.	BW	4C
1X	161,927	198,725
6X	153,830.65	188,788.75
12X	148,972.84	182,827

Special rate cards available: Liquor

Demographic or Regional Editions: Chicago and Houston Parade Plus

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Cigarettes/tobacco	176.04	21.2%
2. Retail/direct by mail	152.43	18.4%
3. Publishing/media	36.91	4.5%
4. Home entertainment	31.01	3.7%
5. Drugs/remedies	26.66	3.2%
All others	405.82	49.0%
Total Ad Pages	828.87	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Culture/humanities	109.0	18.8%
2. General interest	89.6	15.5%
3. National affairs	80.9	14.0%
4. Sprts./rec./hobby	29.7	5.1%
5. Health/medical science	25.6	4.4%
All others	244.5	42.2%
Total Edit. Pages	579.3	100%

Primary SRDS Classification No.: 38

Syndicated Research: Simmons & MRI

Subscriber Demographics:
- Conducted by: In house
- Sample size: 161,656,000

A. Age Breakdown:

18-24	17.0%
25-34	22.4%
35-44	16.8%
45-54	15.5%
55 +	28.4%
Median Age	41.2

B. Male/Female Composition:

Male	47%
Female	53%

C. Household Income:

Under $10,000	13.4%
$10,000-14,999	13.9%
$15,000-19,999	11.2%
$20,000-24,999	14.0%
$25,000-29,999	47.6%
$30,000-39,000	34.8%
$40,000 +	17.5%
Median Income	$24,124

D. Occupation:

Mgr. /Admin.	8.6%
Prof./Tech.	14.2%
Cler./Sales	17.0%
Other Emp.	17.1%
Not Emp.	35.5%

E. Educational Level:

Not H.S. Grad.	20.6%
H.S. Grad.	41.9%
1-3 Yrs. College	18.6%
Coll. Grad.	18.9%
Post Grad.	37.5%

F. Purchasing and Ownership Indicators: (1981 Simmons)
- 28% own life insurance.
- 30% are heavy cigarette users.
- 31% bought an American car in the last year.
- 28.8% households are wired to cable TV systems.
- 28% took a domestic round trip in the past year.
- 28% drink domestic beer.
- 25% bought an air conditioner in last 12 months.
- 27% use cold, allergy or sinus remedies.

See special *Parade* sweepstakes card, page 66.

(Advertisement)

PARADE
Where big numbers really mean something
Parade readers drink about 344 million cups of coffee every week. If you place that many cups of coffee next to each other they would reach from New York to Hong Kong and back!
PARADE
Julia Child
Why do people read Parade? Parade provides food for thought. Like a terrific food section, where our readers find exciting recipes and cooking tips "From Julia Child's Kitchen" each month!
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications, Inc. All rights reserved.

Travel

Ad Pages

1	Travel & Leisure	1,117
2	Signature	632
3	Travel/Holiday	491
4	Frequent Flyer	416
5	Motorland	312
6	Americana	195
	Total	**3,163**

Ad Pages Growth

(1981/1982)		(%)
1	Frequent Flyer	44.3
2	Motorland	20.0
3	Signature	-2.6
4	Travel & Leisure	-3.9
5	Travel/Holiday	-5.2
6	Americana	n.e.*

Net Chg. Ad Pages

(1981/1982)		
1	Frequent Flyer	128
2	Motorland	107
3	Signature	-17
4	Travel/Holiday	-27
5	Travel & Leisure	-45
6	Americana	n.e.*
	Total	**146**

Avg. Ad Pages/Copy

1	Travel & Leisure	93
2	Signature	53
3	Motorland	52
4	Travel/Holiday	43
5	Frequent Flyer	35
6	Americana	32

Ad Revenue

		($000)
1	Travel & Leisure	20,779
2	Signature	6,499
3	Travel/Holiday	4,384
4	Frequent Flyer	2,148
5	Motorland	1,450
6	Americana	966
	Total	**36,226**

Ad Revenue Growth

(1981/1982)		(%)
1	Frequent Flyer	34.2
2	Signature	23.9
3	Travel/Holiday	13.0
4	Motorland	10.0
5	Travel & Leisure	9.7
6	Americana	n.e.*

Net Chg. Ad Revenue

(1981/1982)		($000)
1	Travel & Leisure	1,840
2	Signature	1,253
3	Frequent Flyer	548
4	Travel/Holiday	505
5	Motorland	445
6	Americana	n.e.*
	Total	**4,591**

Avg. Ad Rev./Copy

		($)
1	Travel & Leisure	1.83
2	Signature	0.82
3	Frequent Flyer	0.69
4	Americana	0.53
5	Travel/Holiday	0.46
6	Motorland	0.18

Average Circulation

1	Motorland	1,353,820
2	Travel & Leisure	948,501
3	Travel/Holiday	802,091
4	Signature	660,252
5	Americana	304,246
6	Frequent Flyer	259,978
	Total	**4,328,888**

Avg. Circ. Growth

(1981/1982)		(%)
1	Frequent Flyer	7.0
2	Signature	5.4
3	Motorland	4.2
4	Travel/Holiday	-1.4
5	Travel & Leisure	-2.1
6	Americana	n.e.*

Net Chg. Avg. Circ.

(1981/1982)		
1	Motorland	54,675
2	Signature	33,628
3	Frequent Flyer	16,978
4	Travel/Holiday	-11,666
5	Travel & Leisure	-20,313
6	Americana	n.e.*
	Total	**73,302**

Avg. Circ. Rev./Copy

		($)
1	Frequent Flyer	3.08
2	Americana	1.59
3	Travel & Leisure	1.52
4	Travel/Holiday	0.74
5	Signature	0.71
6	Motorland	0.50

Total Revenue

(ad rev. + circ. rev.)		($000)
1	Travel & Leisure	38,080
2	Signature	12,105
3	Frequent Flyer	11,767
4	Travel/Holiday	11,514
5	Motorland	5,512
6	Americana	3,864
	Total	**82,842**

Total Rev. Growth

(1981/1982)		(%)
1	Frequent Flyer*	151.5
2	Motorland	53.0
3	Signature	27.2
4	Travel & Leisure	17.6
5	Travel/Holiday	-3.1
6	Americana	n.e.*

Avg. Total Pgs./Copy

(ad pages + edit. pages)		
1	Motorland	256
2	Travel & Leisure	164
3	Signature	103
4	Travel/Holiday	97
5	Frequent Flyer	77
6	Americana	n.e.*

Avg. Edit. Pgs./Copy

1	Motorland	204
2	Travel & Leisure	71
3	Travel/Holiday	54
4	Signature	51
5	Frequent Flyer	42
6	Americana	n.e.*

*Frequent Flyer is distributed as part two of the fully paid OAG pocket flight guide.

*n.e. = not estimated

(Advertisement)

Within the Travel market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Travel & Leisure

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publications in this market have commissioned SMRB to provide subscriber or newsstand studies:

Frequent Flyer
Signature

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *AAA World, Adventure World, Aloha, Discovery, Michigan Living, Trains, Travelhost, Where Magazine*, and approximately 32 non-audited magazines that accept advertising.

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, New York 10018

See complete media profile in the *Home Service* market analysis section.

Frequent Flyer

Dun & Bradstreet Official Airline Guides
888 Seventh Avenue
New York, New York 10019
(212) 977-8300
Published monthly

Publisher: Martin E. Deutsch
Other key contacts: Ralph Erardy, Eastern Advertising Manager

Editorial Description: Frequent Flyer is edited for executives and professionals who travel regularly on business. Articles are oriented to service and relevant on developments, focusing on airline, hotel and car rental services for business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, leisure travel, personal investments, tax planning, health and fitness.

Rate Information:
Rates as of rate card No.4, dated 1/83.

Freq.	BW	4C
1X	6,920	9,230
6X	6,500	8,675
12X	6,300	8,400

Advertising Data:
- •85% of all advertising space is full page ads.
- •75% of all space is run in full color.
- •45 advertisers placed 1/6 or more in 1982.

Special rate cards available: 20% discount for retail, mail order, book publishers, philanthropic, individual/resort hotels, and advertising inserts & postcards.

Demographic or Regional Editions: On request basis (east/west of Mississippi; zip code; A/B split, etc.)

Figures are FOLIO estimates for the calendar year 1982.

Travel (continued)

Avg. Subscrip. Circ.	
1 Motorland	1,353,820
2 Travel & Leisure	942,524
3 Travel/Holiday	771,795
4 Signature	660,057
5 Americana	285,383
6 Frequent Flyer	259,978
Total	**4,273,557**

Subscription Growth (1981/1982)	(%)
1 Frequent Flyer	7.0
2 Signature	5.4
3 Motorland	4.2
4 Travel/Holiday	-2.4
5 Travel & Leisure	-2.6
6 Americana	n.e.*

Net Chg. Subscriptns. (1981/1982)	(Subs.)
1 Motorland	54,675
2 Signature	33,636
3 Frequent Flyer	16,978
4 Travel/Holiday	-18,840
5 Travel & Leisure	-24,878
6 Americana	n.e.*
Total	**61,571**

Average Sub. Price	($)
1 Frequent Flyer	37.00
2 Travel & Leisure	18.17
3 Americana	9.38
4 Travel/Holiday	9.00
5 Signature	8.49
6 Motorland	3.00

Sub. Revenue	($000)
1 Travel & Leisure	17,123
2 Frequent Flyer	9,619
3 Travel/Holiday	6,946
4 Signature	5,603
5 Motorland	4,061
6 Americana	2,678
Total	**46,030**

Sub. Rev. Growth (1981/1982)	(%)
1 Frequent Flyer	212.4
2 Motorland	56.3
3 Signature	31.2
4 Travel & Leisure	27.6
5 Travel/Holiday	-11.0
6 Americana	n.e.*

Newsstand Revenue	($000)
1 Americana	221
2 Travel/Holiday	184
3 Travel & Leisure	179
4 Signature	4
5 Frequent Flyer	0
6 Motorland	0
Total	**588**

Nwstd. Rev. Growth (1981/1982)	(%)
1 Travel & Leisure	540.4
2 Signature	75.5
3 Frequent Flyer	0.0
4 Motorland	0.0
5 Travel/Holiday	-6.0
6 Americana	n.e.*

Avg. Newstnd. Circ. (copies sold/issue)	
1 Americana	18,864
2 Travel/Holiday	10,238
3 Travel & Leisure	5,977
4 Signature	195
5 Frequent Flyer	0
6 Motorland	0
Total	**35,274**

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 Travel & Leisure	323.0
2 Frequent Flyer	100.0
3 Motorland	0.0
4 Signature	-3.9
5 Travel/Holiday	-6.0
6 Americana	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 Travel & Leisure	4,564
2 Americana	0
3 Motorland	0
4 Frequent Flyer	-3
5 Signature	-8
6 Travel/Holiday	-650
Total	**3,903**

Avg. Nwstd. Price	($)
1 Travel & Leisure	2.50
2 Americana	1.95
3 Signature	1.50
4 Travel/Holiday	1.50
5 Frequent Flyer	0.00
6 Motorland	0.00

*n.e. = not estimated

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men took more domestic trips last year than the men who read U.S. News and Business Week combined.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel	257	62%
2. Business Products	116	28%
3. Consumer	29	7%
4. Direct Mail	13	3%
Total Ad Pages	415	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Aviation	308	60%
2. News/Government	48	9%
3. Accomodations/Dining	45	9%
4. Travel Destinations	30	6%
5. Consumer/Bus. Prod.	24	5%
All others	52	11%
Total Edit. Pages	507	100%

Primary SRDS Classification No.: 8

Average Ad/Edit. Ratio: 45/55

Market Research Available: "A New Opportunity to Reach Car Buyers," Erdos & Morgan: 1184 sample; "Regional City Pairs," Erdos & Morgan, domestic and international: 1121 sample; "Involvement with Procuring for Company," Erdos & Morgan: 1151 sample.

Syndicated Research Available: Simmons Market Research Bureau 6/83.

Subscriber Demographics:
•Conducted by: Erdos & Morgan
•Date: June, 1983
•Sample size: 2,000
•Cooperation/Return rate: 55%
•Data collection method: Mail

A. Age Breakdown:

18-24	1.1%
25-34	20.3%
35-44	37.8%
45-54	27.3%
55+	13.5%

B. Male/Female Composition:

Male	89%
Female	11%

C. Household Income:

Under $25,000	3.2%
$25,000-34,999	5.0%
$35,000-49,999	13.2%
$50,000+	78.6%
Median Income	$73,800

D. Occupation:

Mgr. /Admin.	75.9%
Prof/Tech	10.8%
Cler/Sales	9.4%
Other Emp.	2.7%
Not Emp.	1 2%

E. Educational Level:

Not H.S. Grad.	.5%
H.S. Grad.	6.0%
1-3 Yrs. College	23.4%
Coll. Grad.	46.3%
Post Grad.	23.8%

F. Purchasing and Ownership Indicators:
•52% bought their car with cash or personal check.
•91% personally consume alcoholic beverages.
•58% entertained 5+ people within past month.
•98% own one or more cars.
•79% own a house.
•72% own corporate stock, averaging $107,606 in value.
•52% have life insurance valued at $100,000 or more.
•71% own a 35mm camera.
•66% own component stereo systems.

Motorland

California State Automobile Association
150 Van Ness Avenue
San Francisco, California 94101
(415) 565-2454
Published 6 times a year

Advertising Director: Douglas Chambers
Other key contacts: John G. Holmgren, Editor and Manager

Editorial Description: Motorland is edited for AAA members who reside in Northern California and Nevada. Feature articles seek to promote interest in and enjoyment of outdoor recreation, participation in popular leisure activities, and travel-locally, nationally and internationally, by automotive as well as commercial carriers. Service articles cover developments in the automotive, highway and safety fields, and accomodations. Regular departments include a calendar of coming events in the area, a roundup of short news items, editorials by the Association and tips for the traveler.

Member: ABC
Rate Information:
Rates as of rate card No.23, dated 1/83.

Freq.	BW	4C
1X	9,240	11,735
6X	8,224	10,444

Rate Base: 1,353,820 as of 12/82.

Advertising Data:
•60% of all advertising space is full page ads.
•30% of all space is run in full color.
•150 advertisers placed 1/6 or more in 1982.
•120 advertisers ran 6X or more in 1982.

Special rate cards available: General, Retail, Travel Guide, Marketplace, School & Camp Guide

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel	200	63%
2. Mail order	50	16%
3. Automotive	40	15%
4. Retail	15	5%
All others	10	3%
Total Ad Pages	315	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Travel	515	42%
2. Automotive	360	29%
3. Food	100	9%
All others	250	20%
Total Edit. Pages	1225	100%

(Advertisement)

GAMES'
2.2 MILLION
SUPER-ACTIVE
CUSTOMERS
FIT YOUR
MARKETING
PUZZLE.

For information, call Paula Fierman, 212/421-5984.

Figures are FOLIO estimates for the calendar year 1982.

Primary SRDS Classification No.: 46

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
- Conducted by: Opinion Technology
- Date: 1980
- Sample size: 4,000
- Cooperation/Return rate: 40%
- Data collection method: Personal interview

A. Age Breakdown:

18-24	7%
25-34	21%
35-44	25%
45-54	27%
55+	30%
Median Age	46

B. Male/Female Composition:

Male	50%
Female	50%

C. Household Income:

Under $10,000	11%
$10,000-14,999	6%
$15,000-19,999	25%
$20,000-24,999	24%
$25,000-34,999	14%
$35,000-49,000	14%
$50,000+	6%
Median Income	$28,796

D. Occupation:

Mgr. /Admin.	40%
Prof./Tech.	10%
Cler./Sales	11%
Other Emp.	24%
Not Emp.	15%

E. Educational Level:

Not H.S. Grad.	2%
H.S. Grad.	28%
1-3 Yrs. College	34%
Coll. Grad.	22%
Post Grad.	14%

F. Purchasing and Ownership Indicators:
- 75% own homes.
- 70% own 2 or more cars.
- 32% have valid passports.
- 38% served wine 2 or more times per week.
- 69% purchased records last year.
- 85% used cameras last year.
- 49% went to pro sport event.

Signature

Citicorp/Diners Club International
880 Third Avenue
New York, New York 10022
(212) 888-9450
Published monthly

Publisher: Harry C. Egner
Advertising Director: Gerald A. Van Splinter
Other key contacts: Denise Thorne, Marketing Director; John Marper, Director of Finance; Robert Smrek, Director of Production.

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Rate Information:
Rates as of rate card No.26, dated 9/82.

Freq.	BW	4C
1X	9,189	11,236
6X	8,270	10,112
12X	7,811	9,551

Rate Base: 690,000 as of 9/82.

Advertising Data:
- 65.9% of all advertising space is full page ads.
- 63.1% of all space is run in full color.
- 33.2 advertisers placed 1/6 or more in 1982.
- 31.7% advertisers ran 6X or more in 1982.

Special rate cards available: Retailers, Publishers, Record Clubs, Mail Order with Diners Club option in ad get 10% discount. Individual hotels or resorts and government tourist agencies get 15% off.

Demographic or Regional Editions: Eastern, Midwestern, Western, Southern, and N.Y. metro editions.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel	200.13	32.5%
2. Mail order	159.04	25.8%
3. Automotive	62.30	10.0%
4. Beer and wine	38.98	6.3%
5. Tobacco	26.11	4.2%
All others	129.48	21.0%
Total Ad Pages	616.04	99.8%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Travel/hotel/resort	434	71%
2. Food/wine/spirits	85	14%
3. Acquisition	41	7%
4. Sports	28	5%
5. Lively arts	15	2%
All others	3	.005%
Total Edit. Pages	606	99.005%

Primary SRDS Classification No.: 46

Average Ad/Edit. Ratio: 45/55

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau, Inc.
- Date: September 1982
- Sample size: 3,000
- Cooperation/Return rate: 45.4%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.8%
25-34	18.1%
35-44	25.7%
45-54	26.2%
55+	26.9%
Median Age	46.2

B. Male/Female Composition:

Male	81.0%
Female	19.0%

C. Household Income:

Under $15,000	2.5%
$15,000-19,999	1.8%
$20,000-24,999	5.5%
$25,000-34,999	16.6%
$35,000-49,000	22.8%
$50,000+	50.8%
Median Income	$50,900

D. Occupation:

Mgr./Admin.	49.5%
Prof./Tech.	16.6%
Cler./Sales	10.7%
Other Emp.	11.5%
Not Emp.	9.4%

E. Educational Level:

Not H.S. Grad.	3.1%
H.S. Grad.	22.5%
1-3 Yrs. College	28.0%
Coll. Grad.	62.7%
Post Grad.	30.1%

F. Purchasing and Ownership Indicators:
- 26.9% own 3 or more cars.
- 35.0% own an imported car.
- 63.4% took a foreign trip in last 3 years.
- 93.1% took a domestic trip in past 12 months.
- 46.8% own a valid passport.
- 11.7% spent 35 or more nights in a hotel/motel for business.
- 42.4% give cocktail parties.
- 65.2% give dinner parties.
- 26.7% own a videotape player (VHS/BETA).
- 16.1% own securities valued at $100,000 or more.

Travel/Holiday

Travel/Holiday
51 Atlantic Avenue
Floral Park, New York 11001
(516) 352-9700
Published monthly

Publisher: Mr. Sheldon Shane
Advertising Director: Mrs. Ruth Halpert

Editorial Description: Travel/Holiday is edited for the frequent pleasure traveler who visits foreign and domestic tourist destinations several times a year. Feature articles stress off-season, off-the-beaten-path destinations as well as more standard, popular tourist areas. Articles include "how to" information and prices where appropriate. Regular monthly sections include The Travel Advisor with Late Travel News and Ideas and the Travel Digest with information on tours and special travel packages. Other regular features include food and beverage articles, recreation vehicles, photography and travel health columns, the Annual Travel Holiday Fine Dining Awards Guide, and special sections on particular areas.

Member: MPA
Rate Information:
Rates as of rate card No. 28, dated 2/1/83.

Freq.	BW	4C
1X	8,615	11,800
6X	8,095	11,095
12X	7,580	10,380

Rate Base: 750,000 as of 4/1/82.

Advertising Data:
- 61% of all advertising space is full page ads.
- 66% of all space is run in full color.
- 318 advertisers placed 1/6 pg. or more in 1982.
- 40 advertisers ran 6X or more in 1982.

Demographic or regional editions: Regionals: Northeast, South, Central, West.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Resort (area) promo	140.23	29%
2. Hotels, Resorts	48.98	10%
3. Steamship	67.46	14%
4. Entertainment Dining	28.06	6%
5. Airline	51.91	11%
All Others	154.69	30%
Total Ad Pages	491.33	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Foreign destinations	190.5	35.5%
2. U.S. destinations	126.0	23.5%
3. Service pieces	121.5	22.7%
4. Dining	60.7	11.3%
5. Cruising	22.3	4.2%
All others	15 0	2.8%
Total Edit Pages	536.0	100.0%

Average Ad/Edit Ratio: 44/56

Syndicated Research: MRI

Other Subscriber Research: "1981 Subscriber Study," Erdos & Morgan, 2,000 sample, questions on travel habit, automotive, liquor, cameras, luggage.

Subscriber Demographics:
- •Conducted by: Erdos & Morgan 1981, MRI 1982
- •Date: MRI Spring 1982/E & M 7/31/81
- •Sample Size: MRI—20,721/E & M —2,000
- •Cooperation/Return rate: 67%
- •Data collection method: mail interview

A. Age Breakdown:

18-24	8.8%
25-34	21.1%
35-44	21.4%
45-54	11.6%
55-64	17.4%
65 +	19.7%
Median Age	44.4

B. Male/Female Composition:

Male	49%
Female	51%

C. Household Income:

Under $10,000	12.3%
$10,000-14,999	11.0%
$15,000-19,999	10.6%
$20,000-24,999	11.8%
$25,000-34,999	19.0%
$35,000-49,999	17.8%
$50,000 +	17.5%
Median Income	$26,513

D. Occupation:

Mgr./Admin.	15.5%
Prof./Tech.	15.4%
Cler./Sales	13.1%
Other Emp.	16.2%

E. Educational Level:

Not H.S. Grad.	18.9%
H.S. Grad.	30.3%
1-3 Yrs. College	19.9%
College Grad.	30.9%
Post Grad.	25.1%

F. Purchasing and Ownership Indicators:
- •47% own valid passports.
- •6 domestic trips per year.
- •2.8 foreign trips last 3 years.
- •44% own homes valued over 50,000.

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, New York 10019
(212) 399-2500
Published monthly

Publisher: John S. Connors
Advertising Director: John Hillock
Other key contacts: Lou Benincasa, VP, Media Research & Sales Development; Richard A. Romanelli, General Sales Director

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC
Rate Information:
Rates as of rate card No.18, dated 1/83.

Freq.	BW	4C
1X	15,560.00	20,940.00
6X	15,093.20	20,311.80
12X	14,782.00	19,893.00

Rate Base: 925,000 as of 1/83.

Networks or combination buys through which publication is available: LIP: Lifestyle Impact Plan: Travel & Leisure and Food & Wine.

Demographic or Regional Editions: Eastern, Midwestern, Southern, Western, NY Metro, Chicago Metro, California Metro.

Primary SRDS Classification No.: 46

Average Ad/Edit. Ratio: 55/45

Market Research Available: The Seventh Annual World Tourism Overview, American Express Corporation.

Syndicated Research: SMRB, MRI and MMR.

Subscriber Demographics:
- •Conducted by: Erdos & Morgan
- •Date: March-April, 1980
- •Sample size: 2,000
- •Cooperation/Return rate: 61%
- •Data collection method: Mail

A. Age Breakdown:

18-24	1.5%
25-34	17.5%
35-44	18.0%
45-54	24.0%
55 +	38.8%
Median Age	50.9

B. Male/Female Composition:

Male	74.6%
Female	25.4%

C. 1979 Household Income:

Under $10,000	**1.6%**
$10,000-14,999	**2.7%**
$15,000-19,999	**6.4%**
$20,000-24,999	**12.3%**
$25,000-34,999	**23.8%**
$35,000-49,000	**24.6%**
$50,000 +	**28.5%**
Median Income	**$36,475**

D. Occupation:

Mgr. /Prof	64.2%
Cler/Sales	4.2%
Other Emp.	8.6%
Not Emp.	23.0%

E. Educational Level:

Not H.S. Grad.	4.0%
H.S. Grad.	16.5%
1-3 Yrs. College	28.7%
Coll. Grad.	19.9%
Post Grad.	30.9%

F. Purchasing and Ownership Indicators:
- •85% personally consumed alcoholic beverages in the past month.
- •23% bought wine by the case in the past year.
- •14% bought liquor by the case in the past year.
- •97% own, lease, or operate 1 + cars/vehicles.
- •84% of subscriber households have new cars/vehicles.
- •94% of subscriber households are American Express Cardmembers.
- •91% of subscribers personally took a domestic trip in the past year.
- •61% of subscribers personally took a foreign trip in the past 3 years.
- •73% of subscriber households have 1 + types of investments.
- •26% of subscriber households own a videotape recorder/player.
- •Among all subscriptions, 3.69 of the last 4 issues were read or looked through.

Weeklies

Ad Pages

1	Business Week	4,326
2	New York Times Mag.	4,114
3	The New Yorker	3,902
4	TV Guide	3,616
5	People	3,567
6	Newsweek	2,863
7	Time	2,629
8	Sports Illustrated	2,618
9	U.S.News & World Rep.	1,741
10	National Enquirer	1,404
11	The Star	936
12	Family Weekly	886
13	Jet	833
14	Parade	796
15	The Globe	706
16	Sporting News	667
17	Us	606
18	National Examiner	568
19	Grit	308
	Total	**37,086**

Ad Pages Growth

	(1981/1982)	(%)
1	Us	32.2
2	National Examiner	18.3
3	Sporting News	18.2
4	The Globe	15.0
5	TV Guide	1.5
6	National Enquirer	0.0
7	The Star	0.0
8	People	-1.0
9	U.S.News & World Report	-3.0
10	Parade	-4.0
11	Sports Illustrated	-5.1
12	Grit	-6.3
13	Newsweek	-8.5
14	New York Times Magazine	-8.8
15	Time	-9.2
16	The New Yorker	-9.4
17	Family Weekly	-10.6
18	Jet	-10.6
19	Business Week	-10.7

Net Chg. Ad Pages

	(1981/1982)	
1	Us	148
2	Sporting News	103
3	The Globe	92
4	National Examiner	88
5	TV Guide	52
6	National Enquirer	0
7	The Star	0
8	Grit	-21
9	Parade	-33
10	People	-37
11	U.S.News & World Rep.	-53
12	Jet	-99
13	Family Weekly	-105
14	Sports Illustrated	-142
15	Newsweek	-266
16	Time	-267
17	New York Times Mag.	-397
18	The New Yorker	-407
19	Business Week	-520
	Total	**-1,864**

Avg. Ad Pages/Copy

1	Business Week	85
2	New York Times Mag.	79
3	The New Yorker	75
4	People	70
5	TV Guide	70
6	Newsweek	55
7	Time	51
8	Sports Illustrated	49
9	U.S.News & World Rep.	34
10	National Enquirer	26
11	Us	23
12	The Star	18
13	Family Weekly	17
14	Jet	16
15	Parade	15
16	The Globe	14
17	Sporting News	13
18	National Examiner	10
19	Grit	6

Ad Revenue

		($000)
1	Time	256,410
2	TV Guide	241,473
3	Newsweek	195,359
4	Sports Illustrated	162,887
5	People	159,319
6	Parade	157,256
7	Business Week	133,947
8	Family Weekly	101,420
9	U.S.News & World Rep.	83,821
10	New York Times Mag.	76,000
11	The New Yorker	56,320
12	National Enquirer	30,051
13	The Star	18,225
14	Us	8,710
15	Jet	6,025
16	Sporting News	5,702
17	The Globe	5,172
18	National Examiner	2,435
19	Grit	2,230
	Total	**1,702,762**

Ad Revenue Growth

	(1981/1982)	(%)
1	Us	41.5
2	Sporting News	29.7
3	National Examiner	25.8
4	The Globe	25.7
5	National Enquirer	25.2
6	The Star	17.4
7	People	17.1
8	Parade	10.5
9	New York Times Magazine	8.8
10	Sports Illustrated	5.6
11	U.S.News & World Report	5.3
12	Time	1.2
13	TV Guide	0.9
14	Business Week	0.5
15	The New Yorker	0.2
16	Family Weekly	-0.7
17	Newsweek	-2.4
18	Jet	-4.4
19	Grit	-5.7

Net Chg. Ad Revenue

	(1981/1982)	($000)
1	People	23,213
2	Parade	14,949
3	Sports Illustrated	8,687
4	New York Times Mag.	6,175
5	National Enquirer	6,051
6	U.S.News & World Rep.	4,235
7	Time	2,969
8	The Star	2,701
9	Us	2,554
10	TV Guide	2,222
11	Sporting News	1,306
12	The Globe	1,059
13	Business Week	650
14	National Examiner	499
15	The New Yorker	94
16	Grit	-111
17	Jet	-275
18	Family Weekly	-667
19	Newsweek	-4,865
	Total	**71,446**

Avg. Ad Rev./Copy

		($)
1	Business Week	3.23
2	The New Yorker	2.14
3	Sports Illustrated	1.28
4	Newsweek	1.25
5	People	1.22
6	Time	1.09
7	New York Times Mag.	0.97
8	U.S.News & World Rep.	0.77
9	Us	0.31
10	TV Guide	0.27
11	Sporting News	0.22
12	Family Weekly	0.16
13	Jet	0.16
14	Parade	0.14
15	National Enquirer	0.11
16	The Star	0.09
17	Grit	0.06
18	The Globe	0.05
19	National Examiner	0.04

(Advertisement)

Within the Weeklies market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Business Week
National Enquirer
People
The Star
Us
Grit
Newsweek
The Sporting News
Time
U.S. News & World Report
Jet
The New Yorker
Sports Illustrated
TV Guide

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Business Week

McGraw-Hill, Inc.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-1221

See complete media profile in the *Business: General* market analysis section.

Family Weekly

CBS Publications, Inc.
1515 Broadway
New York, New York 10036
(212) 719-6900

See complete media profile in the *Sunday Syndicated* market analysis section.

Globe

Globe International, Inc.
211 South Congress Avenue
West Palm Beach, Florida 33406
(305) 439-7744
Published weekly

Publisher: Mike Rosenbloom
Other key contacts: William C. Hall, Senior Executive Vice President

Editorial Description: Globe is edited for an audience interested in a wide range of non-fictional human interest stories, contemporary in nature, with particular emphasis on the human condition. Health, medicine, science, the occult, and news of the great and near-great in the world of entertainment, politics and business are featured. Topics relating to human success and suffering, poverty and riches, and how men and women strive to overcome obstacles and meet day-to-day contemporary challenges are featured, with strong emphasis on success and achievement in many areas of human endeavor.

Figures are FOLIO estimates for the calendar year 1982.

Weeklies *(continued)*

Average Circulation

1	Parade	21,781,708
2	TV Guide	17,260,297
3	Family Weekly	12,472,075
4	National Enquirer	5,094,303
5	Time	4,509,918
6	The Star	3,905,382
7	Newsweek	3,012,550
8	People	2,571,084
9	Sports Illustrated	2,406,037
10	The Globe	2,125,455
11	U.S.Nws. & Wld. Rep.	2,123,842
12	N.Y. Times Mag.	1,511,853
13	Us	1,091,942
14	National Examiner	936,073
15	Business Week	813,172
16	Jet	727,206
17	Grit	700,623
18	The New Yorker	506,950
19	Sporting News	494,425
	Total	**84,044,895**

Avg. Circ. Growth

	(1981/1982)	(%)
1	National Examiner	42.4
2	The Globe	12.5
3	The Star	12.5
4	Sporting News	11.4
5	National Enquirer	10.3
6	New York Times Magazine	5.7
7	Business Week	5.6
8	Sports Illustrated	5.3
9	People	3.4
10	Grit	2.6
11	Time	2.3
12	U.S.News & World Report	2.0
13	Newsweek	1.9
14	Parade	0.6
15	The New Yorker	0.4
16	Us	0.3
17	Family Weekly	0.1
18	Jet	-0.9
19	TV Guide	-3.5

Net Chg. Avg. Circ.

	(1981/1982)	
1	National Enquirer	474,312
2	The Star	435,359
3	National Examiner	278,525
4	The Globe	236,053
5	Parade	137,589
6	Sports Illustrated	120,518
7	Time	102,672
8	People	85,385
9	New York Times Mag.	81,495
10	Newsweek	54,964
11	Sporting News	50,640
12	Business Week	43,074
13	U.S.News & World Rep.	40,647
14	Grit	17,935
15	Family Weekly	13,325
16	Us	3,762
17	The New Yorker	2,182
18	Jet	-6,667
19	TV Guide	-617,458
	Total	**1,554,312**

Avg. Circ. Rev./Copy

		($)
1	People	0.98
2	Jet	0.80
3	Us	0.79
4	Time	0.72
5	Business Week	0.66
6	Sporting News	0.66
7	Sports Illustrated	0.65
8	National Enquirer	0.62
9	Newsweek	0.60
10	U.S.News & World Rep.	0.53
11	The New Yorker	0.51
12	National Examiner	0.50
13	TV Guide	0.47
14	The Star	0.45
15	The Globe	0.44
16	Grit	0.35
17	Family Weekly	0.00
18	New York Times Mag.	0.00
19	Parade	0.00

Total Revenue

	(ad rev. + circ. rev.)	($000)
1	TV Guide	662,331
2	Time	425,096
3	Newsweek	288,926
4	People	288,004
5	Sports Illustrated	246,168
6	National Enquirer	197,823
7	Business Week	161,164
8	Parade	157,256
9	U.S.News & Wld. Rep.	140,865
10	The Star	108,653
11	Family Weekly	101,420
12	New York Times Mag.	76,000
13	The New Yorker	69,743
14	The Globe	54,349
15	Jet	36,418
16	Us	31,202
17	National Examiner	29,505
18	Sporting News	22,728
19	Grit	14,893
	Total	**3,112,544**

Total Rev. Growth

	(1981/1982)	(%)
1	National Examiner	76.3
2	National Enquirer	56.2
3	The Globe	26.2
4	Sporting News	17.4
5	People	14.4
6	The Star	13.5
7	Us	10.6
8	Parade	10.5
9	New York Times Magazine	8.8
10	TV Guide	7.9
11	Sports Illustrated	7.1
12	Time	6.7
13	Jet	6.5
14	U.S.News & World Report	6.1
15	Business Week	1.4
16	The New Yorker	-0.3
17	Family Weekly	-0.7
18	Newsweek	-0.9
19	Grit	-1.5

Avg. Total Pgs./Copy

	(ad pages + edit. pages)	
1	TV Guide	175
2	Business Week	150
3	The New Yorker	144
4	People	127
5	New York Times Mag.	115
6	Sports Illustrated	105
7	Time	102
8	The Star	48
9	Family Weekly	26
10	Parade	26
11	The Globe	n.e.*
12	Grit	n.e.*
13	Jet	n.e.*
14	National Enquirer	n.e.*
15	National Examiner	n.e.*
16	Newsweek	n.e.*
17	Sporting News	n.e.*
18	U.S.News & World Rep.	n.e.*
19	Us	n.e.*

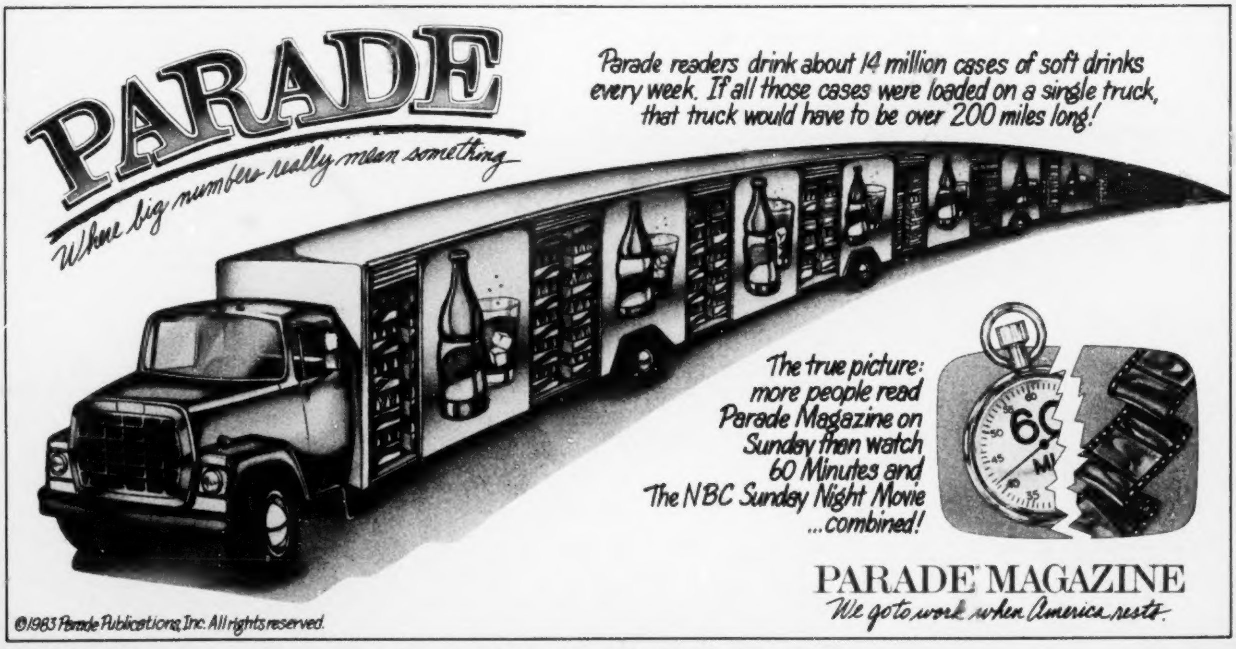
Avg. Edit. Pgs./Copy

1	TV Guide	105
2	The New Yorker	69
3	Business Week	66
4	People	57
5	Sports Illustrated	56
6	Time	52
7	New York Times Mag.	36
8	The Star	30
9	Parade	11
10	Family Weekly	9
11	The Globe	n.e.*
12	Grit	n.e.*
13	Jet	n.e.*
14	National Enquirer	n.e.*
15	National Examiner	n.e.*
16	Newsweek	n.e.*
17	Sporting News	n.e.*
18	U.S.News & World Rep.	n.e.*
19	Us	n.e.*

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
Where big numbers really mean something
Parade readers drink about 14 million cases of soft drinks every week. If all those cases were loaded on a single truck, that truck would have to be over 200 miles long!
The true picture: more people read Parade Magazine on Sunday than watch 60 Minutes and The NBC Sunday Night Movie ...combined!
60 MI
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications, Inc. All rights reserved.

Weeklies (continued)

Avg. Subscrip. Circ.

1	TV Guide	7,930,829
2	Time	4,229,589
3	Newsweek	2,791,551
4	Sports Illustrated	2,311,227
5	U.S.Nws. & Wld. Rep.	2,054,335
6	Business Week	785,453
7	People	691,816
8	Jet	495,056
9	National Enquirer	488,582
10	The New Yorker	468,420
11	Us	421,942
12	Sporting News	421,873
13	Grit	406,726
14	The Star	148,898
15	The Globe	55,620
16	National Examiner	6,051
17	Family Weekly	0
18	New York Times Mag.	0
19	Parade	0
	Total	**23,707,968**

Subscription Growth

	(1981/1982)	(%)
1	National Examiner	63.2
2	Grit	26.5
3	The Globe	23.0
4	People	20.5
5	Sporting News	14.3
6	TV Guide	11.0
7	Jet	10.1
8	The Star	8.0
9	Business Week	5.2
10	Sports Illustrated	5.0
11	Newsweek	2.4
12	Time	2.4
13	U.S.News & World Report	2.4
14	The New Yorker	0.6
15	Family Weekly	0.0
16	New York Times Magazine	0.0
17	Parade	0.0
18	Us	-2.4
19	National Enquirer	-2.8

Net Chg. Subscriptns.

	(1981/1982)	(Subs.)
1	TV Guide	785,154
2	People	117,520
3	Sports Illustrated	110,668
4	Time	98,156
5	Grit	85,167
6	Newsweek	65,216
7	Sporting News	52,632
8	U.S.News & World Rep.	49,062
9	Jet	45,338
10	Business Week	38,731
11	The Star	11,033
12	The Globe	10,410
13	The New Yorker	2,846
14	National Examiner	2,343
15	Family Weekly	0
16	New York Times Mag.	0
17	Parade	0
18	Us	-10,539
19	National Enquirer	-14,107
	Total	**1,449,630**

Average Sub. Price

		($)
1	People	35.77
2	Time	34.71
3	Sports Illustrated	32.76
4	Business Week	31.02
5	Jet	30.91
6	Newsweek	27.34
7	Sporting News	26.94
8	U.S.News & World Rep.	25.11
9	The New Yorker	23.04
10	TV Guide	22.48
11	National Enquirer	18.64
12	The Star	16.96
13	National Examiner	16.50
14	Us	14.09
15	The Globe	13.35
16	Grit	13.10
17	Family Weekly	0.00
18	New York Times Mag.	0.00
19	Parade	0.00

Sub. Revenue

		($000)
1	TV Guide	178,293
2	Time	146,821
3	Newsweek	76,330
4	Sports Illustrated	75,719
5	U.S.News & World Rep.	51,585
6	People	24,748
7	Business Week	24,366
8	Jet	15,303
9	Sporting News	11,367
10	The New Yorker	10,793
11	National Enquirer	9,105
12	Us	5,943
13	Grit	5,327
14	The Star	2,526
15	The Globe	743
16	National Examiner	100
17	Family Weekly	0
18	New York Times Mag.	0
19	Parade	0
	Total	**639,069**

Sub. Rev. Growth

	(1981/1982)	(%)
1	National Enquirer	44.1
2	TV Guide	34.1
3	The Globe	26.9
4	Sporting News	24.2
5	Grit	23.0
6	People	18.9
7	Time	18.8
8	Jet	16.7
9	The Star	14.5
10	Sports Illustrated	9.7
11	U.S.News & World Report	9.1
12	Business Week	3.7
13	Newsweek	0.2
14	Family Weekly	0.0
15	New York Times Magazine	0.0
16	Parade	0.0
17	The New Yorker	-3.4
18	Us	-13.8
19	National Examiner	n.e.*

Newsstand Revenue

		($000)
1	TV Guide	242,566
2	National Enquirer	158,667
3	People	103,937
4	The Star	87,902
5	The Globe	48,434
6	National Examiner	26,971
7	Time	21,866
8	Newsweek	17,238
9	Us	16,549
10	Jet	15,090
11	Sports Illustrated	7,562
12	Grit	7,336
13	Sporting News	5,659
14	U.S.News & World Rep.	5,459
15	Business Week	2,851
16	The New Yorker	2,630
17	Family Weekly	0
18	New York Times Mag.	0
19	Parade	0
	Total	**770,717**

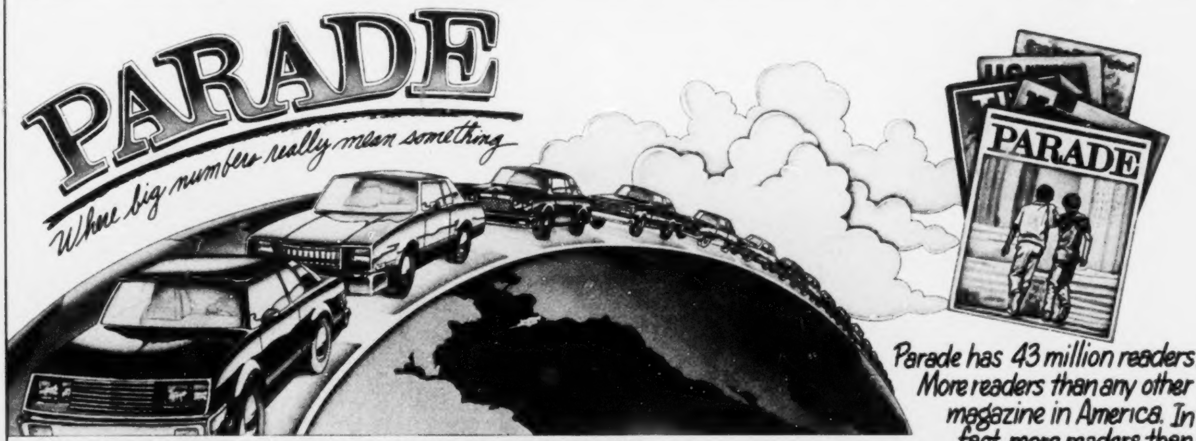
Nwstd. Rev. Growth

	(1981/1982)	(%)
1	National Examiner	82.9
2	National Enquirer	64.7
3	Business Week	30.5
4	The Globe	26.3
5	Newsweek	14.7
6	Sports Illustrated	14.1
7	The Star	12.7
8	People	9.6
9	Us	9.1
10	The New Yorker	3.2
11	Jet	2.1
12	Time	1.6
13	TV Guide	0.3
14	Family Weekly	0.0
15	New York Times Mag.	0.0
16	Parade	0.0
17	Sporting News	-2.7
18	U.S.News & World Rep.	-6.4
19	Grit	-13.2

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)


PARADE
Where big numbers really mean something
PARADE

Parade has 43 million readers. More readers than any other magazine in America. In fact, more readers than Time, Newsweek, U.S. News & World Report and Sports Illustrated... combined!

Over the last two years, Parade households bought 5 million new cars. Lined up, those cars would circle halfway around the earth!

PARADE MAGAZINE
We go to work when America rests.

©1983 Parade Publications, Inc. All rights reserved.

Avg. Newstnd. Circ.	(copies sold/issue)
1 TV Guide	9,329,468
2 National Enquirer	4,605,722
3 The Star	3,756,484
4 The Globe	2,069,835
5 People	1,879,268
6 National Examiner	930,022
7 Us	670,000
8 Grit	293,897
9 Time	280,329
10 Jet	232,150
11 Newsweek	220,999
12 Sports Illustrated	94,810
13 Sporting News	72,553
14 U.S.News & World Rep.	69,508
15 The New Yorker	38,530
16 Business Week	27,674
17 Family Weekly	0
18 New York Times Mag.	0
19 Parade	0
Total	**24,571,249**

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 National Examiner	42.2
2 Business Week	18.6
3 The Star	12.7
4 The Globe	12.2
5 National Enquirer	11.9
6 Sports Illustrated	11.6
7 Us	2.2
8 Time	1.6
9 Family Weekly	0.0
10 New York Times Magazine	0.0
11 Parade	0.0
12 The New Yorker	-1.7
13 People	-1.7
14 Sporting News	-2.7
15 Newsweek	-4.4
16 U.S.News & World Report	-10.8
17 TV Guide	-13.1
18 Jet	-18.3
19 Grit	-18.6

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 National Enquirer	488,419
2 The Star	425,325
3 National Examiner	276,182
4 The Globe	225,643
5 Us	14,301
6 Sports Illustrated	9,849
7 Time	4,515
8 Business Week	4,343
9 Family Weekly	0
10 New York Times Mag.	0
11 Parade	0
12 The New Yorker	-665
13 Sporting News	-1,993
14 U.S.News & World Rep.	-8,415
15 Newsweek	-10,253
16 People	-32,135
17 Jet	-52,005
18 Grit	-67,233
19 TV Guide	-1,402,612
Total	**-126,734**

Avg. Nwstd. Price	($)
1 Business Week	2.02
2 U.S.News & World Rep.	1.54
3 Newsweek	1.50
4 Sporting News	1.50
5 Sports Illustrated	1.50
6 Time	1.50
7 The New Yorker	1.31
8 Jet	1.25
9 People	1.08
10 Us	0.95
11 National Enquirer	0.65
12 National Examiner	0.50
13 TV Guide	0.50
14 Grit	0.48
15 The Globe	0.45
16 The Star	0.45
17 Family Weekly	0.00
18 New York Times Mag.	0.00
19 Parade	0.00

Member: ABC

Rate Information:

Rates as of rate card No.6, dated 5/82.

Freq.	BW	4C
1X	8,000	10,200
6X	7,760	9,894
13X	7,520	9,588

Rate Base: 2,000,000 as of 2/83.

Special rate cards available: Mail order

Top Five 1982 Editorial Categories:

	Pct.
1. Celebrities	40%
2. Health	30%
3. Psychic	10%
4. Original	10%
5. News events	10%
Total Edit. Pages	100%

Primary SRDS Classification No.: 22A

Grit

Advo-System, Inc.
208 West Third Street
Williamsport, Pennsylvania 17701
(717) 326-1771
Published weekly

President: James H. Crossley
Advertising Director: Robert M. Lieb

Editorial Description: Grit is a family oriented magazine for America's small towns and rural areas. It covers the aspects of family-centered living working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, home improvement, family economics, child-raising and recreational activities.

Rate Information:

Rates as of rate card No.64, dated 3/83.

Freq.	BW	4C
1X	6,458	8,197
6X	6,135	7,787
12X	5,812	7,377

Rate Base: 700,000 as of 12/82.

Advertising Data:

•28% of all advertising space is full page ads.
•56% of all space is run in full color.

Demographic or Regional Editions: 4 Regionals: Northern/Snowbelt, Western, Southern and Pennsylvania.

(Advertisement)

P L A Y B O Y

FACT:

PLAYBOY reaches more men who consume distilled spirits than Time, Newsweek or Sports Illustrated.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Smoking materials	102	33%
2. Medical/cosmetics	49	16%
3. Gardening	31	10%
4. Books/magazines	15	5%
5. Clothing	9	3%
All others	102	33%
Total Ad Pages	308	100%

Primary SRDS Classification No.: 22

Syndicated Research: MRI

Jet

Johnson Publishing Company, Inc.
820 South Michigan Avenue
Chicago, Illinois 60605
(312) 322-9200
Published weekly

Publisher: John H. Johnson
Advertising Director: Sandy Sims
Other key contacts: Robert E. Johnson, Associate Publisher & Executive Editor

Editorial Description: Jet is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People: Week's Best Photos; People are Talking About; plus each issue features a listing of Black performers appearing on network TV shows during the week.

National Enquirer

National Enquirer Inc.
600 South East Coast Avenue
Lantana, Florida 33464
(305) 586-1111
Published weekly

Advertising Director: Ralph S. Gallagher
Other key contacts: Arthur E. Sloat, Senior Vice President, Corporate Development

Editorial Description: National Enquirer is a nonfiction, general interest publication. It covers contemporary topics from around the world. Articles cover news events, original investigative reporting, celebrity and political personalities, psychic phenomena, health psychology, government waste and extravagance. Special emphasis is placed on human success, human interest, and self-improvement.

Member: ABC
Rate Information:
Rates as of rate card No.12, dated 1/83.

Freq.	BW	4C
1X	23,650	29,800

Rate Base: 4,900,000 as of 1/83.

Special rate cards available: Mail order

Primary SRDS Classification No.: 22A

Syndicated Research: Simmons

National Examiner

Globe International, Inc.
2112 South Congress Avenue
West Palm Beach, Florida 33406
(305) 439-7744
Published weekly

Publisher: Mike Rosenbloom
Other key contacts: William C. Hall, Senior Executive Vice President

Freq.	BW	4C
1X	4,000	5,100
6X	3,880	4,947
13X	3,760	4,794

Rate Base: 1,000,000 as of 2/83.

Special rate cards available: Mail order

Top Five 1982 Editorial Categories:

	Pct.
1. Celebrities	40%
2. Health	30%
3. Psychic	10%
4. Original	10%
5. News	10%
Total Edit. Pages	100%

National Journal

Government Research Corporation
1730 M Street, NW
Washington, DC 20036
(202) 857-1400
Published weekly

Publisher: John Fox Sullivan
Advertising Director: Roger Kranz
Other Key Contacts: Margaret Hand, National Sales Manager

Member: ABC
Rate Information:
Rates as of rate card No. 1, dated 1/83.

Freq.	BW
1X	2,900
6X	2,800
12X	2,750

Rate Base: 5,000 as of 6/1/83.

Advertising Data:
•95% of all advertising space is full page ads.

Special rate cards available: Book rate card.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
• Corporate	30	100%
Total Ad Pages	30	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
• Govt. & Politics	2166	100%
Total Edit Pages	2166	100%

Primary SRDS Classification No.: 60

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men spent more money on VCRs last year than the men who read the newsweeklies or sports magazines.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

Figures are FOLIO estimates for the calendar year 1982.

Average Ad/Edit Ratio: 20/80

Other Subscriber Research: Readership Survey, Nov. '82, conducted in house sent to 5,000 subscribers with 15% return or 750 responses. Questions on media, etc.

Subscriber Demographics:
- Conducted by: National Journal
- Date: October 9
- Sample Size: 5,000
- Cooperation/Return rate: 15%
- Data collection method: Mail

A. Age Breakdown:

18-24	3.1%
25-34	25.8%
35-44	36.3%
45-54	12.0%
55+	13.0%
Median Age	40.7

B. Male/Female Composition:

Male	78.2%
Female	21.8%

C. Household Income:

Under $10,000	.7%
$10,000-14,999	.6%
$15,000-19,999	2.0%
$20,000-24,999	3.3%
$25,000-34,999	9.7%
$35,000-49,999	18.5%
$50,000+	62.7%
Median Income	$62,267

D. Occupation:

Mgr./Admin.	75%
Prof./Tech.	25%

E. Educational Level:

Not H.S. Grad.	.2%
H.S. Grad.	.3%
1-3 Yrs. College	3.0%
College Grad.	25.3%
Post Grad.	71.2%

F. Purchasing and Ownership Indicators:
- 79% involved in legislation.
- 66% own stock.
- 12% wrote a book.
- 60% wrote an article for publication.
- 94% plan to renew subscription.

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, New York 10036
(212) 556-1203
Published weekly

Marketing Director: Philip L.R. Du Val

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a challenging world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC
Rate Information:
Rates as of rate card dated 1/83.

Freq.	BW	4C
1X	15,310	23,510
6X	14,700	22,570
12X	14,390	22,100

Rate Base: 1,524,833 as of 3/82.

Advertising Data:
- 40% of all advertising space is full page ads.
- 62% of all space is run in full color.

Special rate cards available: Retail; Camps and Schools; Shopping Mart; Luxury Homes and Antique Cars

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Apparel	1042	25%
2. Retail & D.R.	468	12%
3. Bus./consumer svcs.	463	12%
4. Liquor	386	9%
5. Cosmetics	274	6%
All others	1481	36%
Total Ad Pages	4114	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Culture/humanities	348	18.7%
2. Apparel	320	17.2%
3. National affairs	250	13.5%
4. International affairs	153	8.3%
5. The home	103	5.5%
All others	682	36.8%
Total Edit. Pages	1856	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 68/32

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Fine, Travis and Associates
- Date: June 1982
- Sample size: 1,000
- Data collection method: Telephone

A. Age Breakdown:

25-34	32%
35-44	27%
45-54	21%
55+	20%
Median Age	41

B. Male/Female Composition:

Male	49%
Female	51%

(Advertisement)

PLAYBOY

FACT:

PLAYBOY men spent more money on tennis rackets last year than the men who read Sports Illustrated.

For The Man Who's Got To Have It All.

Source: MRI, Spring 1983—PLAYBOY Audience Adjusted.

C. Household Income:

$10,000-14,999	3%
$15,000-19,999	6%
$20,000-24,999	14%
$25,000-34,999	12%
$35,000-49,999	7%
$50,000 +	42%
Median Income	$45,400

D. Purchasing and Ownership Indicators:
•80% took a travel vacation in the past 2 years.
•70% use travel agents.
•57% will use stockbrokers.
•62% will use insurance brokers.
•60% buy office equipment for their companies.
•24% own video cassette recorders/players.
•10% own home computers.
•30% have fancy chocolate in homes.
•71% have domestic beer.

The New Yorker Magazine

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, New York 10036
(212) 840-3800

See complete media profile in the *General Interest: Literature & Commentary* market analysis section.

Newsweek

The Washington Post Company
444 Madison Avenue
New York, New York 10022
(212) 350-2000

See complete media profile in the *Newsmagazines* market analysis section.

Parade

Newhouse
750 Third Avenue
New York, New York 10017
(212) 573-7000

See complete media profile in the *Sunday Syndicated* market analysis section.

People

Time Incorporated
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212
Published weekly

Publisher: Richard J. Durrell
Advertising Director: William S. Myers

Editorial Description: People weekly is edited for active, sophisticated women and men. It presents readers with an overview of the pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records, and sports. People weekly also profiles relatively unknown individuals who lead unusual, inspiring or interesting lives.

Member: ABC
Rate Information:
Rates as of rate card No.16, dated 10/82.

Freq.	BW	4C
1X	33,300	42,950
6X	33,300	42,950
12X	32,635	42,090

Rate Base: 2,425,000 as of 1/82.

Demographic or Regional Editions: 7 Regional Editions: California, Western, West Central, Texas, East Central, Southeastern and Eastern. 8 Metro Editions: Chicago, Los Angeles, New York, San Francisco, Boston, Detroit, Philadelphia and Washington.

Top Five 1982 Advertising Categories:

		Ad Pgs.	Pct.
1.	Smoking materials	595.66	16.7%
2.	Liquor	399	11.2%
3.	Automotive	385.12	10.8%
4.	Toiletries/cosmetics	351.68	9.9%
5.	Apparel	219.01	6.1%
	All others	1614.68	45.3%
	Total Ad Pages	3565.15	100%

Primary SRDS Classification No.: 22A

Average Ad/Edit. Ratio: 54/46

Market Research Available: Scarborough Research Study, sample size 583: readers of specific People issues in past 7 days. Studied differences in advertising recal between in-home and out-of-home readers of People, as well as the effect of advertising page position on the level of ad recognition-1978; People Reader Perception Study, Monroe Mendelsohn Research, sample size 1,209: readers of at least 1 of the last 5 issues of People. Perceptions of People on various editorial characteristics and comparisons of People on various criteria with 13 major publications-1980; Comparative Readership Study, Scarborough Research, sample size 1,327 People readers reading in past 7 days. Documents the high advertising value of People's total audience.

Syndicated Research: Simmons and MRI

The Sporting News

Times-Mirror Corporation
1212 North Lindbergh Boulevard
St. Louis, Missouri 63132
(314) 997-7111
Published weekly

Publisher: Richard Waters
Advertising Director: Kent Valendra

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. In addition to regular feature stories, statistics are carried each week including averages, standings, and summaries.

(Advertisement)

GAMES
Let your advertising lead
GAMES' 2.2 million super-active readers
through the electronic products maze.
For information, call Paula Fierman, 212/421-5984.

Member: ABC
Rate Information:
Rates as of rate card No.29, dated 3/83.

Freq.	BW	4C
1X	9,135	11,505
6X	8,224	10,381
13X	7,569	10,044

Rate Base: 550,000 as of 3/83.

Networks or combination buys through which publication is available: The Sporting News/The Sporting Goods Dealer Combination Discount Buy.

Special rate cards available: Mail order and Non-Profit Charities

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Tobacco	228.61	34.3%
2. Beer/liquor	84.71	12.7%
3. Mail order	82.37	12.4%
4. Autos	35.30	5.3%
5. TV/stereo	26.02	3.9%
All others	209.61	31.4%
Total Ad Pages	666.62	100%

Top Five 1982 Editorial Categories:
1. Baseball
2. Football
3. Basketball
4. Hockey
5. Miscellaneous

Primary SRDS Classification No.: 36A

Average Ad/Edit. Ratio: 30/70

Syndicated Research: Simmons and MRI

Other Subscriber Research: Subscriber Research, Erdos & Morgan, questions on demographics and sports participation.

Sports Illustrated

Time Incorporated
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212
Published weekly, except for a week in February and September and a double year-end issue.

Publisher: Philip G. Howlett
Advertising Director: Donald J. Barr
Other key contacts: Robert L. Miller, General Manager; E. Bruce Hallett, Business Manager; Robert D. McCoach, Circulation Director; Thomas J. Hickey Jr., Ad Sales Manager.

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC
Rate Information:
Rates as of rate card No.35, dated 1/83.

Freq.	BW	4C
1X	38,585	60,195
13X	37,040	57,785
52X	33,955	52,970

Rate Base: 2,325,000 as of 9/82.

Advertising Data:
- 80% of all space is run in full color.
- 400+ advertisers placed 1/6 or more in 1982.

Networks or combination buys through which publication is available: Media Networks, Inc.

Special rate cards available: Mail order discount; Hotel and Resort.

Demographic or Regional Editions: 6 Regional editions, 51 State editions, 52 Metro editions, 7 Special editions per rate card No. 35.

Primary SRDS Classification No.: 36A

Average Ad/Edit Ratio: 45/55

Market Research Available: Contact Publisher

Syndicated Research: Simmons

Other Subscriber Research: Contact Publisher

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: January 1981
- Sample size: 499
- Cooperation/Return rate: 359 responses, 71.9%
- Data collection method: Mail

A. Age Breakdown:

18-24	22.6%
25-34	32.7%
35-44	18.7%
45-54	11.5%
55+	14.5%
Median Age	33.6

B. Male/Female Composition:

Male	92.0%
Female	8.0%

C. Household Income:

Under $10,000	3.3%
$10,000-14,999	5.4%
$15,000-19,999	6.0%
$20,000-24,999	14.7%
$25,000-34,999	19.5%
$35,000-49,999	22.3%
$50,000+	28.8%
Median Income	$35,710

D. Occupation:

Mgr. /Admin.	58.1%
Prof./Tech.	13.5%

E. Educational Level:

Not H.S. Grad.	8.2%
H.S. Grad.	16.0%
1-3 Yrs. College	23.1%
Coll. Grad.	52.7%
Post Grad.	29.9%

F. Purchasing and Ownership Indicators:
- 34% bought a calculator in the past year.
- 24% acquired a 35mm camera in the past year.
- 28.4% acquired an AM/FM stereo car radio in the past year.
- 17% bought a portable color TV in the past year.
- 35.4% have central air conditioning.
- 20.5% own 2 or more homes.
- 13.6% bought a microwave oven in the past year.
- 26.2% bought a power drill in the past year.
- 16.9% bought a power lawn mower in the past year.

The Star

News Group Publications
730 Third Avenue
New York, New York 10017
(212) 557-9210
Published weekly

Publisher: Ian G. Rae
Advertising Director: Edward M. Zemlock

Editorial Description: The Star is a general interest newsmagazine edited for the entire family. It contains news about Television and Hollywood celebrities, homemaker service features such as shopping tips, dress patterns and diets, advice on your health from medical doctors and psychologists, political news about the Washington scene, horoscopes and astrological predictions.

Member: ABC
Rate Information:
Rates as of rate card No.12, dated 1/83.

Freq.	BW	4C
1X	19,950	24,600
6X	19,551	24,108
13X	18,953	23,370

Rate Base: 3,750,000 as of 1/83.

Special rate cards available: Mail order and Classified.
Demographic or Regional Editions: 5 Regional Editions, Infomation Available Upon Request.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Tobacco	294	31%
2. Drugs/Remedies	123	13%
3. Household products	61	7%
4. Liquor	46	5%
5. Entertainment	39	4%
All others	373	40%
Total Ad Pages	936	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Celebrity	455	30%
2. Health/diet	380	25%
3. News/commentary	275	18%
4. Food/homemaking	230	15%
5. Beauty/fashion	140	9%
All others	80	3%
Total Edit. Pages	1560	100%

Primary SRDS Classification No.: 22A

Average Ad/Edit. Ratio: 35/65

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: MRI, SMRB
- Date: MRI-Fall 1982, SMRB-1981.

A. Age Breakdown:

18-24	24.3%
25-34	26.2%
35-44	14.4%
45-54	11.3%
55+	23.8%
Median Age	34.8

B. Male/Female Composition:

Male	35%
Female	65%

C. Household Income:

$10,000-14,999	10.8%
$15,000-19,999	13.9%
$20,000-24,999	12.7%
$25,000-34,999	22.6%
$35,000+	19.0%
Median Income	$21,659

D. Purchasing and Ownership Indicators:
- 32% drink Vodka each week.
- 51% buy passenger car tires each year.
- 60% dined out 4 or more times a month.
- 66% own a camera.
- 40% drink 3 or more cups of ground coffee a day.
- 23% bought a new TV in the past year.
- 33% use laundry detergent 8 or more times a week.
- 65% own a home.
- 43% smoke cigarettes.
- 25% go to the movies 2 or more times a month

(continued on page 477)

Figures are FOLIO estimates for the calendar year 1982.

Women's fashion

Ad Pages	
1 Vogue	2,794
2 Glamour	1,885
3 Mademoiselle	1,526
4 Harper's Bazaar	1,380
5 W	1,101
Total	**8,686**

Ad Pages Growth (1981/1982)	(%)
1 W	16.5
2 Harper's Bazaar	4.0
3 Vogue	2.9
4 Mademoiselle	0.1
5 Glamour	-9.4

Net Chg. Ad Pages (1981/1982)	
1 W	156
2 Vogue	78
3 Harper's Bazaar	47
4 Mademoiselle	2
5 Glamour	-196
Total	**87**

Avg. Ad Pages/Copy	
1 Vogue	233
2 Glamour	157
3 Mademoiselle	127
4 Harper's Bazaar	116
5 W	41

Ad Revenue	($000)
1 Glamour	46,917
2 Vogue	45,154
3 Mademoiselle	23,825
4 Harper's Bazaar	17,840
5 W	11,046
Total	**144,782**

Ad Revenue Growth (1981/1982)	(%)
1 W	31.1
2 Harper's Bazaar	18.2
3 Mademoiselle	15.4
4 Vogue	11.9
5 Glamour	3.4

Net Chg. Ad Revenue (1981/1982)	($000)
1 Vogue	4,790
2 Mademoiselle	3,174
3 Harper's Bazaar	2,745
4 W	2,618
5 Glamour	1,559
Total	**14,886**

Avg. Ad Rev./Copy	($)
1 Vogue	3.10
2 Harper's Bazaar	2.18
3 W	2.12
4 Glamour	1.89
5 Mademoiselle	1.62

Average Circulation	
1 Glamour	2,065,225
2 Mademoiselle	1,228,572
3 Vogue	1,215,181
4 Harper's Bazaar	682,550
5 W	192,902
Total	**5,384,430**

Avg. Circ. Growth (1981/1982)	(%)
1 Mademoiselle	9.1
2 W	3.6
3 Vogue	3.5
4 Glamour	1.8
5 Harper's Bazaar	0.6

Net Chg. Avg. Circ. (1981/1982)	
1 Mademoiselle	102,534
2 Vogue	41,031
3 Glamour	37,226
4 W	6,697
5 Harper's Bazaar	4,337
Total	**191,825**

Avg. Circ. Rev./Copy	($)
1 Vogue	2.24
2 Harper's Bazaar	1.53
3 Mademoiselle	1.47
4 Glamour	1.43
5 W	1.05

Total Revenue (ad rev. + circ. rev.)	($000)
1 Glamour	82,459
2 Vogue	77,872
3 Mademoiselle	45,431
4 Harper's Bazaar	30,352
5 W	16,511
Total	**252,625**

Total Rev. Growth (1981/1982)	(%)
1 W	30.4
2 Harper's Bazaar	18.6
3 Mademoiselle	14.4
4 Vogue	13.8
5 Glamour	4.1

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Glamour	290
2 Mademoiselle	247
3 Harper's Bazaar	223
4 Vogue	n.e.*
5 W	n.e.*

Avg. Edit. Pgs./Copy	
1 Glamour	133
2 Mademoiselle	120
3 Harper's Bazaar	108
4 Vogue	n.e.*
5 W	n.e.*

*n.e. = not estimate

(Advertisement)

Within the Women's Fashion market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Glamour
Mademoiselle
Harper's Bazaar
Vogue

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publication in this market has commissioned SMRB to provide subscriber or newsstand studies:

Glamour

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Beauty Digest*, *Vogue Patterns*; and approximately 5 non-audited magazines that accept advertising.

Glamour

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8800
Published monthly

Publisher: E.L. Holtermann Jr.
Advertising Director: Mary Beth Russell
Other key contacts: Thomas H. Lawrence, Business Manager

Editorial Description: Glamour is edited for the personal interests of young women 18-35 with a "how-to" approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts and consumer information. Monthly columns offer coverage which varies from success strategies for job and college to car buying, cooking, books and movies, sex and health, money management and legal matters. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts, finds and special information.

Member: ABC

Rate Information:
Rates as of rate card No.34, dated 2/83.

Freq.	BW	4C
1X	20,100	28,379

Rate Base: 1,900,000 as of 2/83.

Advertising Data:
•80% of all advertising space is full page ads.
•73% of all space is run in full color.

Networks or combination buys through which publication is available: The Conde Nast Package of Women.

Special rate cards available: Retail, Mail Order, Schools and Travel

Figures are FOLIO estimates for the calendar year 1982.

Women's fashion *(continued)*

Avg. Subscrip. Circ.

1	Glamour	771,254
2	Vogue	483,738
3	Mademoiselle	406,865
4	Harper's Bazaar	250,732
5	W	174,840
	Total	**2,087,429**

Subscription Growth
(1981/1982) (%)

1	W	2.9
2	Vogue	-0.2
3	Mademoiselle	-0.8
4	Glamour	-4.8
5	Harper's Bazaar	-6.1

Net Chg. Subscriptns.
(1981/1982) (Subs.)

1	W	4,956
2	Vogue	-1,163
3	Mademoiselle	-3,092
4	Harper's Bazaar	-16,317
5	Glamour	-39,263
	Total	**-54,879**

Average Sub. Price
($)

1	W	25.68
2	Vogue	22.27
3	Harper's Bazaar	11.15
4	Glamour	10.85
5	Mademoiselle	10.69

Sub. Revenue
($000)

1	Vogue	10,775
2	Glamour	8,368
3	W	4,489
4	Mademoiselle	4,350
5	Harper's Bazaar	2,796
	Total	**30,778**

Sub. Rev. Growth
(1981/1982) (%)

1	Vogue	28.4
2	W	24.9
3	Mademoiselle	-0.0
4	Glamour	-6.1
5	Harper's Bazaar	-9.5

Newsstand Revenue
($000)

1	Glamour	27,173
2	Vogue	21,943
3	Mademoiselle	17,256
4	Harper's Bazaar	9,716
5	W	975
	Total	**77,063**

Nwstd. Rev. Growth
(1981/1982) (%)

1	W	53.1
2	Harper's Bazaar	31.3
3	Mademoiselle	17.5
4	Vogue	11.5
5	Glamour	8.9

Avg. Newstnd. Circ.
(copies sold/issue)

1	Glamour	1,293,971
2	Mademoiselle	821,707
3	Vogue	731,443
4	Harper's Bazaar	431,823
5	W	18,062
	Total	**3,297,006**

Newsstand Growth
('81/'82: copies sold/issue) (%)

1	Mademoiselle	14.8
2	W	10.7
3	Glamour	6.3
4	Vogue	6.1
5	Harper's Bazaar	5.0

Net Chg. Newsstand
('81/'82: copies sold/issue)

1	Mademoiselle	105,626
2	Glamour	76,488
3	Vogue	42,192
4	Harper's Bazaar	20,654
5	W	1,741
	Total	**246,701**

Avg. Nwstd. Price
($)

1	Vogue	2.50
2	W	2.00
3	Harper's Bazaar	1.88
4	Glamour	1.75
5	Mademoiselle	1.75

*n.e. = not estimated

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Beauty/health	822	44%
2. Apparel/footwear/access	333	18%
3. Retail	197	10%
4. Smoking materials	125	7%
5. Business/cons. svcs	95	5%
All others	313	16%
Total Ad Pages	1885	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Apparel/access	402	25%
2. Culture/humanities	262	16%
3. Beauty	218	14%
4. Food/nutrition	114	7%
5. Health/medical science	96	6%
All others	504	32%
Total Edit. Pages	1596	100%

Primary SRDS Classification No.: 50

Average Ad/Edit. Ratio: 55/45

Syndicated Research: Simmons and MRI

Harper's Bazaar

Hearst Corporation
1700 Broadway
New York, New York 10019
(212) 903-5370
Published monthly.

Publisher: Martin Schrader
Advertising Director: Neil Butwin

Editorial Description: Harper's Bazaar is edited for the success-oriented woman. Editorial features emphasize fashion, beauty, health, diet, travel and entertaining. The editorial mix also includes profiles, interviews and articles.

Member: ABC
Rate Information:
Rates as of rate card No.61, dated 2/83.

Freq.	BW	4C
1X	12,430	17,980
6X	11,810	17,080
12X	11,185	16,180

Rate Base: 650,000 as of 8/82.

Advertising Data:
- 87.9% of all advertising space is full page ads.
- 62.4% of all space is run in full color.
- 87 advertisers placed 1/6 or more in 1982.

Networks or combination buys through which publication is available: Hearst Corporate Buy and the Hearst Gold Package.

Special rate cards available: Retail rate cards available.

Demographic or Regional Editions: Nine-way split run.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Ready to Wear	284.9	20.5%
2. Cosmetics/Beauty Aids	236.5	17.0%
3. Fragrances	172.9	12.5%
4. Retail Fashion	98.1	7.1%
5. Cigarettes	89.8	6.5%
All others	505.8	36.4%
Total Ad Pages	1388	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Wearing Apparel	663.9	51.5%
2. Beauty & Grooming	199.0	15.4%
3. Culture	70.4	5.5%
4. Amusements	56.7	4.4%
5. Food & Nutrition	53.1	4.1%
All others	247.1	19.1%
Total Edit. Pages	1290	100.0%

(continued on page 652)

Women's lifestyle

Ad Pages

	Ad Pages
1 Vogue	2,794
2 Cosmopolitan	2,273
3 Glamour	1,885
4 Town & Country	1,719
5 Mademoiselle	1,526
6 W	1,101
7 Redbook	1,049
8 Working Woman	1,009
9 Essence Magazine	932
10 Self	832
11 Working Mother	806
12 Ms.	574
13 New Woman	486
14 Savvy	485
15 Playgirl	484
16 American Baby	421
17 Spring	166
Total	**18,542**

Ad Pages Growth (1981/1982)

	(%)
1 New Woman	68.0
2 Working Woman	32.6
3 W	16.5
4 Working Mother	14.8
5 Ms.	11.7
6 Self	3.9
7 Vogue	2.9
8 American Baby	2.2
9 Mademoiselle	0.1
10 Cosmopolitan	-3.0
11 Town & Country	-3.6
12 Essence Magazine	-3.9
13 Redbook	-7.9
14 Playgirl	-8.4
15 Glamour	-9.4
16 Savvy	n.e.*
17 Spring	n.e.*

Net Chg. Ad Pages (1981/1982)

1 Working Woman	248
2 New Woman	197
3 W	156
4 Working Mother	104
5 Vogue	78
6 Ms.	60
7 Self	31
8 American Baby	9
9 Mademoiselle	2
10 Essence Magazine	-38
11 Playgirl	-44
12 Town & Country	-64
13 Cosmopolitan	-71
14 Redbook	-90
15 Glamour	-196
16 Savvy	n.e.*
17 Spring	n.e.*
Total	**382**

Avg. Ad Pages/Copy

1 Vogue	233
2 Cosmopolitan	189
3 Glamour	157
4 Town & Country	143
5 Mademoiselle	127
6 Redbook	87
7 Working Woman	84
8 Essence Magazine	78
9 Self	69
10 Working Mother	67
11 Ms.	48
12 New Woman	44
13 W	41
14 Playgirl	40
15 Savvy	40
16 American Baby	35
17 Spring	21

Ad Revenue

	($000)
1 Cosmopolitan	67,615
2 Glamour	46,917
3 Vogue	45,154
4 Redbook	45,095
5 Mademoiselle	23,825
6 Town & Country	16,848
7 Self	13,562
8 W	11,046
9 Working Woman	10,221
10 Essence Magazine	10,121
11 American Baby	9,670
12 New Woman	7,004
13 Working Mother	6,532
14 Ms.	5,001
15 Savvy	2,469
16 Playgirl	1,692
17 Spring	842
Total	**323,614**

Ad Revenue Growth (1981/1982)

	(%)
1 New Woman	77.2
2 Working Woman	72.2
3 Working Mother	68.9
4 W	31.1
5 Self	25.5
6 Town & Country	20.7
7 Ms.	16.6
8 Mademoiselle	15.4
9 American Baby	13.8
10 Vogue	11.9
11 Cosmopolitan	8.3
12 Essence Magazine	7.7
13 Glamour	3.4
14 Redbook	-8.6
15 Playgirl	-11.0
16 Savvy	n.e.*
17 Spring	n.e.*

Net Chg. Ad Revenue (1981/1982)

	($000)
1 Cosmopolitan	5,177
2 Vogue	4,790
3 Working Woman	4,287
4 Mademoiselle	3,174
5 New Woman	3,052
6 Town & Country	2,891
7 Self	2,754
8 Working Mother	2,665
9 W	2,618
10 Glamour	1,559
11 American Baby	1,170
12 Essence Magazine	723
13 Ms.	711
14 Playgirl	-208
15 Redbook	-4,252
16 Savvy	n.e.*
17 Spring	n.e.*
Total	**31,111**

Avg. Ad Rev./Copy

	($)
1 Town & Country	4.40
2 Vogue	3.10
3 W	2.12
4 Cosmopolitan	1.97
5 Glamour	1.89
6 Working Woman	1.63
7 Mademoiselle	1.62
8 Working Mother	1.40
9 Essence Magazine	1.30
10 Self	1.11
11 Redbook	0.92
12 Ms.	0.84
13 American Baby	0.81
14 Savvy	0.80
15 New Woman	0.59
16 Spring	0.29
17 Playgirl	0.21

*n.e. = not estimated

(Advertisement)

Within the Women's Lifestyle market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Cosmopolitan *Essence* *Glamour*
Mademoiselle *Ms.* *New Woman*
Redbook *Self* *Town & Country*
Vogue *Working Mother* *Working Woman*

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publications in this market have commissioned SMRB to provide subscriber or newsstand studies:

Glamour *Redbook*
Self *Spring*

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Beauty Digest*, *Graduate Women* and *Lady's Circle*.

American Baby

American Baby, Incorporated
575 Lexington Avenue
New York, New York 10022
(212) 752-0775

See complete media profile in the *Women's Special Interest* market analysis section.

Cosmopolitan

Hearst Corporation
224 West 57th Street
New York, New York 10019
(212) 262-7417
Published monthly

Publisher: Louis E. Porterfield
Advertising Director: William T. Hunt
Other Key Contacts: Michael Durrant, Eastern Ad Manager; Christopher J. Schuba, Western Ad Manager

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC
Rate Information:
Rates as of rate card No. 52, dated 1/83.

Freq.	BW	4C
1X	23,905	32,170
6X	22,710	30,562
12X	21,515	28,953

Rate Base: 2,350,000 as 1/83.

Advertising Data:
- •78% of all advertising space is full page ads.
- •67% of all space is run in full color.
- •585 advertisers placed 1/6 pg. or more in 1982.
- •134 advertisers ran 6X or more in 1982.

Women's lifestyle (continued)

Average Circulation

1	Redbook	4,078,522
2	Cosmopolitan	2,864,277
3	Glamour	2,065,225
4	Mademoiselle	1,228,572
5	Vogue	1,215,181
6	New Woman	1,084,627
7	Self	1,018,858
8	American Baby	1,000,378
9	Playgirl	673,649
10	Essence Magazine	647,725
11	Working Woman	522,543
12	Ms.	496,243
13	Working Mother	388,418
14	Spring	360,920
15	Town & Country	319,315
16	Savvy	256,814
17	W	192,902
	Total	18,414,169

Avg. Circ. Growth (1981/1982) (%)

1	Working Mother	28.1
2	Town & Country	16.9
3	Working Woman	16.3
4	Mademoiselle	9.1
5	Self	6.0
6	American Baby	3.8
7	W	3.6
8	Vogue	3.5
9	Cosmopolitan	2.3
10	Ms.	2.2
11	Glamour	1.8
12	Essence Magazine	0.9
13	Redbook	-5.7
14	Playgirl	-7.0
15	New Woman	-16.8
16	Savvy	n.e.*
17	Spring	n.e.*

Net Chg. Avg. Circ. (1981/1982)

1	Mademoiselle	102,534
2	Working Mother	85,219
3	Working Woman	73,427
4	Cosmopolitan	64,819
5	Self	57,529
6	Town & Country	46,238
7	Vogue	41,031
8	Glamour	37,226
9	Ms.	10,669
10	W	6,697
11	Essence Magazine	6,092
12	American Baby	378
13	Playgirl	-50,626
14	New Woman	-219,596
15	Redbook	-247,802
16	Savvy	n.e.*
17	Spring	n.e.*
	Total	13,835

Avg. Circ. Rev./Copy ($)

1	Vogue	2.24
2	Playgirl	2.21
3	Cosmopolitan	1.74
4	Spring	1.73
5	Town & Country	1.69
6	New Woman	1.61
7	Mademoiselle	1.47
8	Glamour	1.43
9	Self	1.30
10	W	1.05
11	Working Woman	0.98
12	Savvy	0.92
13	Working Mother	0.91
14	Essence Magazine	0.89
15	Redbook	0.84
16	Ms.	0.68
17	American Baby	0.44

Total Revenue (ad rev. + circ. rev.) ($000)

1	Cosmopolitan	127,564
2	Redbook	86,106
3	Glamour	82,459
4	Vogue	77,872
5	Mademoiselle	45,431
6	Self	29,451
7	New Woman	26,183
8	Town & Country	23,334
9	Playgirl	19,579
10	Essence Magazine	17,073
11	W	16,511
12	Working Woman	16,367
13	Working Mother	10,764
14	American Baby	10,203
15	Ms.	9,036
16	Savvy	5,303
17	Spring	4,527
	Total	607,763

Total Rev. Growth (1981/1982) (%)

1	New Woman	76.2
2	Working Mother	74.4
3	Working Woman	48.3
4	W	30.4
5	Town & Country	20.6
6	Self	16.7
7	American Baby	15.1
8	Ms.	14.8
9	Mademoiselle	14.4
10	Vogue	13.8
11	Essence Magazine	6.1
12	Cosmopolitan	5.1
13	Glamour	4.1
14	Playgirl	2.0
15	Redbook	-7.9
16	Savvy	n.e.*
17	Spring	n.e.*

Avg. Total Pgs./Copy (ad pages + edit. pages)

1	Cosmopolitan	333
2	Glamour	290
3	Mademoiselle	247
4	Town & Country	247
5	Redbook	173
6	Playgirl	157
7	Self	156
8	Essence Magazine	145
9	Working Mother	129
10	New Woman	112
11	American Baby	70
12	Spring	66
13	Ms.	n.e.*
14	Savvy	n.e.*
15	Vogue	n.e.*
16	W	n.e.*
17	Working Woman	n.e.*

Avg. Edit. Pgs./Copy

1	Cosmopolitan	144
2	Glamour	133
3	Mademoiselle	120
4	Playgirl	117
5	Town & Country	103
6	Self	87
7	Redbook	85
8	New Woman	68
9	Essence Magazine	67
10	Working Mother	62
11	Spring	45
12	American Baby	34
13	Ms.	n.e.*
14	Savvy	n.e.*
15	Vogue	n.e.*
16	W	n.e.*
17	Working Woman	n.e.*

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)

PARADE
Where big numbers really mean something

Here's something you can bank on: Parade reaches ONE THIRD of all the households in America that earn $30,000 plus each year!

Last year Parade households bought 1.2 million refrigerators. If you were to place them side by side you'd have a line of refrigerators almost as long as The Great Wall of China!

PARADE MAGAZINE
We go to work when America rests.

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Figures are FOLIO estimates for the calendar year 1982.

Women's lifestyle (continued)

Avg. Subscrip. Circ.	
1 Redbook	3,409,414
2 Glamour	771,254
3 Self	510,423
4 Working Woman	497,341
5 Vogue	483,738
6 Ms.	440,056
7 Essence Magazine	438,126
8 Mademoiselle	406,865
9 New Woman	367,602
10 Working Mother	352,898
11 Spring	320,510
12 Savvy	240,171
13 Town & Country	233,583
14 Playgirl	183,765
15 W	174,840
16 Cosmopolitan	160,550
17 American Baby	63,054
Total	**9,054,190**

Subscription Growth (1981/1982)	(%)
1 Working Mother	46.5
2 Cosmopolitan	41.7
3 American Baby	37.9
4 Town & Country	19.2
5 Working Woman	18.2
6 Playgirl	8.1
7 W	2.9
8 Ms.	1.2
9 Vogue	-0.2
10 Mademoiselle	-0.8
11 Essence Magazine	-1.7
12 Self	-2.1
13 Redbook	-4.0
14 Glamour	-4.8
15 New Woman	-7.7
16 Savvy	n.e.*
17 Spring	n.e.*

Net Chg. Subscriptns. (1981/1982)	(Subs.)
1 Working Mother	111,936
2 Working Woman	76,743
3 Cosmopolitan	47,247
4 Town & Country	37,655
5 American Baby	17,336
6 Playgirl	13,703
7 Ms.	5,256
8 W	4,956
9 Vogue	-1,163
10 Mademoiselle	-3,092
11 Essence Magazine	-7,574
12 Self	-11,099
13 New Woman	-30,489
14 Glamour	-39,263
15 Redbook	-142,094
16 Savvy	n.e.*
17 Spring	n.e.*
Total	**80,058**

Average Sub. Price	($)
1 W	25.68
2 Vogue	22.27
3 Cosmopolitan	19.75
4 Town & Country	16.76
5 Playgirl	14.80
6 New Woman	14.63
7 Working Woman	11.20
8 Glamour	10.85
9 Self	10.71
10 Mademoiselle	10.69
11 Savvy	10.35
12 Spring	10.06
13 Working Mother	9.95
14 Essence Magazine	8.69
15 Redbook	8.50
16 American Baby	8.46
17 Ms.	7.25

Sub. Revenue	($000)
1 Redbook	28,967
2 Vogue	10,775
3 Glamour	8,368
4 Working Woman	5,571
5 Self	5,466
6 New Woman	5,376
7 W	4,489
8 Mademoiselle	4,350
9 Town & Country	3,914
10 Essence Magazine	3,808
11 Working Mother	3,511
12 Spring	3,224
13 Ms.	3,192
14 Cosmopolitan	3,171
15 Playgirl	2,720
16 Savvy	2,485
17 American Baby	533
Total	**99,920**

Sub. Rev. Growth (1981/1982)	(%)
1 Working Mother	118.9
2 New Woman	95.4
3 American Baby	47.0
4 Vogue	28.4
5 Town & Country	27.0
6 Cosmopolitan	25.0
7 W	24.9
8 Working Woman	22.8
9 Ms.	13.2
10 Playgirl	4.3
11 Essence Magazine	1.3
12 Mademoiselle	-0.0
13 Self	-1.5
14 Glamour	-6.1
15 Redbook	-10.4
16 Savvy	n.e.*
17 Spring	n.e.*

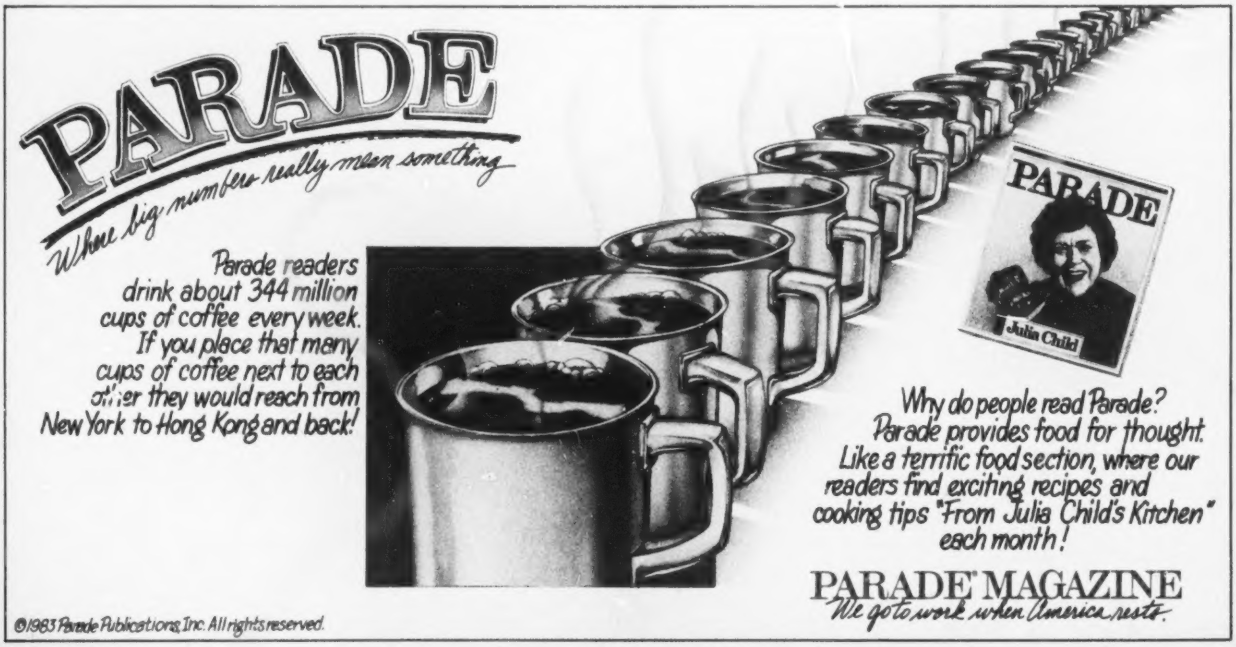
Newsstand Revenue	($000)
1 Cosmopolitan	56,778
2 Glamour	27,173
3 Vogue	21,943
4 Mademoiselle	17,256
5 Playgirl	15,167
6 New Woman	13,803
7 Redbook	12,044
8 Self	10,423
9 Essence Magazine	3,144
10 Town & Country	2,572
11 W	975
12 Ms.	843
13 Working Mother	720
14 Working Woman	575
15 Spring	461
16 Savvy	350
17 American Baby	n.e.*
Total	**184,227**

Nwstd. Rev. Growth (1981/1982)	(%)
1 New Woman	69.3
2 W	53.1
3 Mademoiselle	17.5
4 Self	17.3
5 Vogue	11.5
6 Town & Country	11.1
7 Ms.	10.6
8 Working Mother	10.3
9 Glamour	8.9
10 Playgirl	8.2
11 Essence Magazine	7.0
12 Redbook	2.3
13 Working Woman	1.7
14 Cosmopolitan	0.7
15 American Baby	0.0
16 Savvy	n.e.*
17 Spring	n.e.*

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)



PARADE
Where big numbers really mean something

Parade readers drink about 344 million cups of coffee every week. If you place that many cups of coffee next to each other they would reach from New York to Hong Kong and back!

Why do people read Parade? Parade provides food for thought. Like a terrific food section, where our readers find exciting recipes and cooking tips "From Julia Child's Kitchen" each month!

PARADE MAGAZINE
We go to work when America rests.

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Figures are FOLIO estimates for the calendar year 1982.

Women's lifestyle (continued)

Avg. Newstnd. Circ. (copies sold/issue)	
1 Cosmopolitan	2,703,728
2 Glamour	1,293,971
3 Mademoiselle	821,707
4 Vogue	731,443
5 New Woman	717,025
6 Redbook	669,108
7 Self	508,435
8 Playgirl	489,884
9 Essence Magazine	209,600
10 Town & Country	85,732
11 Ms.	56,187
12 Spring	40,410
13 Working Mother	35,520
14 Working Woman	25,202
15 W	18,062
16 Savvy	16,643
17 American Baby	0
Total	**8,422,657**

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 Self	15.6
2 Mademoiselle	14.8
3 Town & Country	11.1
4 Ms.	10.7
5 W	10.7
6 Essence Magazine	7.0
7 Glamour	6.3
8 Vogue	6.1
9 Cosmopolitan	0.7
10 American Baby	0.0
11 Playgirl	-11.6
12 Working Woman	-11.6
13 Redbook	-14.7
14 New Woman	-20.9
15 Working Mother	-42.9
16 Savvy	n.e.*
17 Spring	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 Mademoiselle	105,626
2 Glamour	76,488
3 Self	68,627
4 Vogue	42,192
5 Cosmopolitan	17,573
6 Essence Magazine	13,666
7 Town & Country	8,583
8 Ms.	5,412
9 W	1,741
10 American Baby	0
11 Working Woman	-3,318
12 Working Mother	-26,719
13 Playgirl	-64,329
14 Redbook	-115,708
15 New Woman	-189,107
16 Savvy	n.e.*
17 Spring	n.e.*
Total	**-59,273**

Avg. Nwstd. Price	($)
1 Playgirl	2.58
2 Town & Country	2.50
3 Vogue	2.50
4 W	2.00
5 Working Woman	1.90
6 Cosmopolitan	1.75
7 Glamour	1.75
8 Mademoiselle	1.75
9 New Woman	1.75
10 Savvy	1.75
11 Self	1.71
12 Working Mother	1.69
13 Redbook	1.50
14 Spring	1.50
15 Essence Magazine	1.25
16 Ms.	1.25
17 American Baby	0.00

*n.e. = not estimated

Networks or combination buys through which publication is available: Hearst Magazines Corporate Buy.

Special rate cards available: Travel, mail order, retail.

Demographic or regional editions: Northeast, Mid-Atlantic, New York State, South, Central, Mountain, Southwest, Pacific Coast, and California.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Toilet/Cosmetics	798.77	35.00%
2. Apparel	240.55	10.55%
3. Cigarettes/Tobacco	203.85	8.94%
4. Beer, Wine, Liquor	161.43	7.08%
5. Drugs, Remedies	114.60	5.03%
All Others	759.78	33.40%
Total Ad Pages	2278.98	100.00%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 58/42

Market Research Available: 1) Today's Woman—Her Ever-Increasing Role in the Marketplace—Examines the vitality of women as consumers, 1982. 2) Overview of the fashion market in 1983. It provides information on women in general, a conceptual idea of women as consumers and trends in spring fashion—January 1983 (information was obtained from selected issues of Women's Wear Daily). 3) Overview of working women and grocery shopping—1982 (study was conducted by Progressive Grocer).

Syndicated Research: Simmons and MRI.

Other Subscriber Research: Tracy Research conducted 2 focus groups for Cosmopolitan in November, 1980. Purpose of research was to study readership patterns of Cosmopolitan.

Essence

Essence Communications, Inc.
1500 Broadway
New York, New York 10036
(212) 730-4260
Published monthly

Publisher: Ed Lewis
Advertising Director and President: Clarence O. Smith

Editorial Description: Essence is the magazine for today's black women. Edited for career-minded, sophisticated and independent achievers. Essence's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC
Rate Information:
Rates as of rate card No.16, dated 1/83.

Freq.	BW	4C
1X	8,670	13,000
6X	8,149.80	12,220
12X	7,629.60	11,440

Rate Base: 700,000 as of 1/83.

Advertising Data:
- •90% of all advertising space is full page ads.
- •75% of all space is run in full color.
- •200 advertisers placed 1/6 or more in 1982.
- •130 advertisers ran 6X or more in 1982.

Special rate cards available: Corporate and Recruitment.

Demographic or Regional Editions: Regionals limited to 2 per issue.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Toiletries & Cosmetics	354.2	38.0%
2. Beer, Wine, Liquor	101.7	10.9%
3. Cigarettes	78.4	8.4%
4. Food	58.4	6.3%
5. Business	51.3	5.5%
All others	288.0	30.9%
Total Ad Pages	932	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Wearing Apparel	132.6	16.5%
2. Business & Industry	78.9	9.8%
3. Food & Nutrition	64.3	8.0%
4. Health & Fitness	47.3	5.9%
5. Beauty & Grooming	43.5	5.4%
All others	439.4	54.5%
Total Edit. Pages	806	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 53.7/46.3

Subscriber Demographics:
- •Beauty and Grooming Survey, Signet Research, Inc.: 2000 subscribers.

Glamour

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8800

See complete media profile in the *Women's Fashion* market analysis section.

Ms.

Ms. Foundation for Education and Communication, Inc.
119 West 40th Street
New York, New York 10018
(212) 719-9800
Published monthly

Publisher: Patricia Carbine
Advertising Director: Anne Holton
Other key contacts: Gloria Steinem, Editor

Editorial Description: Ms. is a magazine by and for women. It serves as a forum for women and men to share honest information about their changing roles. In-depth articles are featured on child-rearing, politics, medicine, psychology, economics, films, books, music, art and education. Both male and female writers emphasize the "how-to" as well as the theoretical aspects of change.

Member: ABC, MPA

Mademoiselle

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8800

See complete media profile in the *Women's Fashion* market analysis section.

New Woman

New Woman, Inc.
Post Office Drawer 189
Palm Beach, Florida 33480
(305) 833-4583
Published monthly

Publisher: Margaret Harold Whitehead
Advertising Director: Peggy Barnett
Other key contacts: Wendy Danforth, Associate Publisher; Roger Barnett, General Manager; Steve Burzon, Director of Sales

Editorial Description: New Woman is a magazine for the thinking woman. Its objective is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles, career-and-love kind of life rather than the either or, career or love, choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, humor, entertainment, beauty, fashion, travel, female pacesetters in industry and the professions.

Member: ABC
Rate Information:
Rates as of rate card No.13A, dated 6/82.

Freq.	BW	4C
1X	11,110	14,812
6X	10,554	14,071
12X	9,999	13,330

Rate Base: 1,300,000 as of 6/82.

Advertising Data:
- 85.4% of all advertising space is full page ads.
- 95% of all space is run in full color.
- 98.5 advertisers placed 1/6 or more in 1982.
- 36 advertisers ran 6X or more in 1982.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Beauty/grooming	164.8	33.9%
2. Tobacco & related	105.5	21.7%
3. Food/food products	39.8	8.2%
4. Fashion/apparel	35.2	7.3%
5. Drugs & related	33.3	6.9%
All others	106.9	22.0%
Total Ad Pages	485.5	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Self help	153	26%
2. Relationships	134	22%
3. Beauty/fashion	72	12%
4. Health/exercise	66	11%
5. Finance	49	8%
All others	126	21%
Total Edit. Pages	600	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 40/60

Syndicated Research: Simmons and MRI

Other Subscriber Research: "New Woman's Upscale Profile," Leslie A. Riffkin, July 1982, 1,500 subscribers and newsstand readers, questions on automotive, liquor, cosmetic and travel.

Subscriber Demographics:
- Conducted by: Leslie A. Riffkin
- Date: July 1982
- Sample size: 1,500
- Cooperation/Return rate: 74%
- Data collection method: Mail

A. Age Breakdown:

18-24	18.6%
25-34	40.3%
35-44	26.6%
45-54	10.7%
55+	3.8%
Median Age	32.7

B. Male/Female Composition:

Male	1.6%
Female	98.4%

C. Household Income:

Under $10,000	6.6%
$10,000-14,999	11.0%
$15,000-19,999	12.6%
$20,000-24,999	14.1%
$25,000-34,999	18.9%
$35,000-49,999	18.3%
$50,000+	13.6%
Median Income	$26,600

D. Occupation:

Mgr./Admin.	20.2%
Prof./Tech.	17.1%
Cler./Sales	30.9%
Other Emp.	16.6%
Not Emp.	13.7%

E. Educational Level:

Not H.S. Grad.	.3%
H.S. Grad.	31.8%
1-3 Yrs. College	37.5%
Coll. Grad.	18.1%
Post Grad.	11.5%

F. Purchasing and Ownership Indicators:
- 95.6% use perfume/cologne.
- 87.7% use mascara.
- 86.3% use alcoholic beverages in the home.
- 93.8% own/lease a car.
- 79.3% bought a dress in the past year.
- 88.8% have charge privileges/charge accounts.
- 84.2% took a domestic trip in the past year.
- 84.2% own stereo equipment.
- 82.4% dined out in the last month.
- 75.6% entertain at home.

Playgirl

Ritter/Geller Communications Inc.
3420 Ocean Park Boulevard No. 3000
Santa Monica, California 90405
(213) 450-0900
Published monthly

Publisher: Ira E. Ritter
Advertising Director: Sheila Wyle
Other key contacts: Nils Shapiro, Executive Vice President; Rand Richardson, Corporate Communications Vice President; Ann Pilkington, Marketing Vice President

Editorial Description: Playgirl magazine is edited as an entertainment source for women. Articles range from frank discussions on sex to career information, politics, the arts and entertainment, fashion, fitness and health. Lifestyle features include male photos and centerfolds, home entertainment, food and beverages.

Member: ABC
Rate Information:
Rates as of rate card No.14, dated 7/82.

Freq.	BW	4C
1X	5,415	7,220
6X	4,980	6,640
12X	4,760	6,355

Rate Base: 650,000 as of 6/82.

Advertising Data:
- 35% of all advertising space is full page ads.
- 40% of all space is run in full color.
- 10 advertisers placed 1/6 or more in 1982.
- 25% advertisers ran 6X or more in 1982.

Special rate cards available: Mail order

Demographic or Regional Editions: Regional and Metropolitan

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Mail order	290	60%
2. Cigarettes	42	9%
3. Toiletries	31	6%
4. Fashion	9	2%
5. Liquor	6	2%
All others	105	21%
Total Ad Pages	483	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Entertainment	420	30%
2. Relationships	350	25%
3. Fashion/merchandise	210	15%
4. Information	140	10%
5. Health	98	7%
All others	182	13%
Total Edit. Pages	1400	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 34/66

Syndicated Research: MRI

Redbook

Hearst Corporation
230 Park Avenue
New York, New York 10169
(212) 850-9300

See complete media profile in the *Women's Service* market analysis section.

Savvy

Savvy
111 Eighth Avenue
New York, New York 10011
(212) 255-0990
Published monthly

Publisher: Alan Bennett
Advertising Director: Jeff Diskin

Editorial Description: Savvy, the magazine for executive women, is edited for women who enjoy their career as the focal point of their lives. The articles provide information on the many aspects of this woman's life—business, personal and the integration of the two; give an insight to the accomplishments of other career women, and present information that might help achieve a chosen level of success. Savvy brings together hard business reporting, service articles, arts features, psychological and sociological findings, literary essays, and personal reports.

Member: ABC

Self

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8000
Published monthly

Publisher: Verne E. Westerberg
Advertising Director: J. Kevin Madden
Other key contacts: William Abbott, Creative Marketing Director; Katherine G. Bell, Advertising Manager; Kitty Cox, Promotion Director.

Editorial Description: Self is edited for the active woman of the 80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC
Rate Information:
Rates as of rate card No.7, dated 2/83.

Freq.	BW	4C
1X	12,000	17,900

Rate Base: 950,000 as of 2/83.

Advertising Data:
- 85% of all advertising space is full page ads.
- 80% of all space is run in full color.

Networks or combination buys through which publication is available: Conde Nast Package of Women.

Special rate cards available: Mail order

Demographic or Regional Editions: Accepted on a supplied insert basis. Run-of book regionals must be individually considered.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Health/beauty aids	425.6	51%
2. Fashion	107.4	13%
3. Tobacco	94.2	11%
4. Food/soft drinks	45.3	5%
5. Wine/spirits	35	4%
All others	124.6	16%
Total Ad Pages	832.1	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Beauty/grooming	208	19.9%
2. Health/med. science	185	17.7%
3. Food/nutrition	113	10.8%
4. Psychol./self improv.	107	10.2%
5. Personal relations	100	9.6%
All others	332	31.8%
Total Edit. Pages	1045	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 44.3/55.7

Market Research Available: Trends in Nutrition I & II: Mark Clements Research National Family Opinion Poll, sample size 1,200; Women & You; A Report On Women's Attitudes Toward Alcoholic Beverages: National Family Opinion Poll, Mark Clements Research, sample size 1,200; Shopping Habits of Working Women: National Family Opinion Poll, Mark Clements Research, sample size 1,200.

Syndicated Research: Simmons and MRI

Other Subscriber Research: A Profile of Readers: Simmons Market Research, March 1981. Sample size: 2,000. Questions on product usage covering health and beauty aids, automotive, stereo, tobacco and liquor.

SPORTSTYLE

Fairchild Publications
Division of Capital Cities Media, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-5970
Published monthly

Co-publishers: Sara Gold Rafel and John Horan
Advertising Director: Sara Gold Rafel
Other Key Contacts: Suellen Ward, Eastern Sales Mgr.; Ellen Holmes, Western Sales Mgr.; Diane Shelan, Promotion Mgr.

Editorial Description: Sportstyle is devoted to men and women who center their lives around active participation in sporting activities. It reports the inside story on trendsetting people, places and products that embody the active lifestyle. There are regularly appearing fashion spreads, travel articles and personality profiles. Service departments deal with resorts, sports gear, food and bodysense.

Rate Base: 100,000

Special rate cards available: Charter, Retail & Travel (18.5% discount).

Top Five Editorial Categories:
1. Participation sports
2. Sports Apparel, Ftwr. & Gear
3. People Profiles
4. Travel, Vacation, & Business
5. Food & Body Care

Primary SRDS Classification No.: 45

Subscriber research available: Aaron Cohen Marketing Services, Ltd. Sample size: 2,000; response 51.7%.

Subscriber Demographics:
- Conducted by: Aaron Cohen Marketing Services, Ltd.
- Date: April 18, 1983.
- Sample Size: 2,000
- Cooperation/Return rate: 51.7%
- Data collection method: Mail.

A. Age Breakdown:	
Median Age	30
B. Male/Female Composition:	
Male	50.1%
Female	49.9%
C. Household Income:	
Median Income	$43,679
D. Occupation:	
Mgr./Prof.	67%
E. Educational Level:	
Attend./Grad. College	80%

F. Purchasing and Ownership Indicators:
- Our readers participate in an average of 8.5 sports.
- 86% plan vacations with sports interests and activities in mind.
- 70% traveled by air in the past year.
- 75.7% bought new cars in the past year.
- 84.1% own cameras.
- 82.5% own stereo systems.
- 57.8% belong to clubs.
- 87.4% consume alcoholic beverages.

Spring

Rodale Press Incorporated
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171
Published 9 times a year

Publisher: Robert Teufel
Advertising Director: Sanford T. Beldon
Other key contacts: Jo-Ann Kelly, Advertising Manager; Tom Stoneback, Marketing Services Manager

Editorial Description: Spring offers women a refreshing, positive approach to the demands placed on them by career, family and community responsibilities. It is written for women who place a priority on good health and good looks and presents practical and timely information on beauty, health, fitness, career, travel, quality apparel, relationships and self-improvement.

Member: ABC
Rate Information:
Rates as of rate card No.2a, dated 11/82.

Freq.	BW	4C
1X	5,500	7,595
3X	5,230	7,215
6X	4,955	6,835
9X	4,460	6,150

Rate Base: 400,000 as of 10/82.

Special rate cards available: Mail order

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Toiletries/cosmetics	69.3	41.8%
2. Hygiene products	22.0	13.3%
3. Vit./food supplements	12.7	7.6%
4. Apparel	11.2	6.7%
5. Publishing	11.0	6.6%
All others	39.8	24.0%
Total Ad Pages	166.0	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Apparel	65.6	18.2%
2. Beauty/grooming	62.2	17.2%
3. Food/nutrition	42.8	11.9%
4. Health	42.2	11.7%
5. Culture/humanities	27.3	7.6%
All others	120.8	33.4%
Total Edit. Pages	360.9	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 25.9/74.1

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau
- Date: October 1982
- Sample size: 1,670
- Cooperation/Return rate: 60.2%
- Data collection method: Mail

A. Age Breakdown:	
18-24	20.0%
25-34	40.5%
35-44	16.7%
45-54	10.4%
55+	12.4%
Median Age	32.4
B. Male/Female Composition:	
Male	1.8%
Female	98.2%

(continued on page 645)

Figures are FOLIO estimates for the calendar year 1982.

(continued from page 387)

Consumers Digest (cont.)

Special Ad Services:
- Nielsen reader service card in every issue of N.Y. Metro edition.
- Special advertising section on the home, Spring and Fall.
- Special advertising section: "Jobs for College Graduates," Spring.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Financial Services	84.52	19.2%
2. Automotive	55.17	12.6%
3. Corporate	36.78	8.4%
4. Liquor	23.87	5.4%
All others	238.85	54.4%
Total Ad Pages	439.19	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Invest./money mgmt.	138	22%
2. House/home	62	10%
3. Shopping	60	10%
4. Travel/recreation	59	10%
5. Cars/vehicles	37	6%
All others	268	42%
Total Edit. Pages	624	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 46/54

Syndicated Research Available: Simmons and MRI.

Subscriber Demographics:
- Conducted by: The Gene Reilly Group, Inc.
- Date: May 1982
- Sample size: 441
- Cooperation/Return rate: 308 responses, 70%
- Data collection method: Phone

A. Age Breakdown:

25-44	26.0%
45-54	21.1%
55+	52.6%

B. Male/Female Composition:

Male	66%
Female	34%

C. Household Income:

Under $15,000	6.5%
$15,000-24,999	14.3%
$25,000-34,999	20.5%
$35,000-49,999	24.7%
$50,000+	21.1%
Median Income	$40,000

D. Occupation:

Mgr./Admin.	19.8%
Prof/Tech	26.0%
Cler/Sales	11.4%
Other Emp.	10.7%
Not Emp.	32.1%

E. Educational Level:

Not H.S. Grad.	3.6%
Trade School	4.9%
H.S. Grad.	16.6%
1-3 Yrs. College	20.8%
Coll. Grad.	32.8%
Post Grad.	20.8%

F. Purchasing and Ownership Indicators:
- 53% traveled domestically in the past year.
- 44% purchased tools and garden equipment in the past year.
- 44% purchased small appliances in the past year.
- 36% purchased furniture and home furnishings in the past year.
- 34% purchased fine jewelry and watches in the past year.
- 84% drink alcoholic beverages.
- 79% use vitamins.
- 29% purchased investment services in the past year.
- 29% purchased typewriters/calculators in the past year.
- 26% purchased insurance in the past year.

Consumer Reports

Consumers Union
256 Washington Street
Mount Vernon, New York 10550
(914) 667-9400
Published monthly

Publisher: Rhoda H. Karpatkin

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Product reports	370	67%
2. Reports on services	124	23%
3. Departments	55	10%
Total Edit. Pages	549	100%

Subscriber Demographics:
- Conducted by: Consumers Union Survey Research Division
- Date: November 1980
- Sample size: 2,000
- Cooperation/Return rate: 65%
- Data collection method: Telephone and mail

A. Age Breakdown:

18-24	6%
25-34	27%
35-44	25%
45-54	16%
55+	26%
Median Age	41

B. Male/Female Composition:

Male	60%
Female	40%

C. Household Income:

Under $15,000	9%
$15,000-19,999	10%
$20,000-24,999	15%
$25,000-34,999	32%
$35,000-49,000	22%
$50,000+	13%
Median Income	$29,870

D. Occupation:

Mgr./Admin.	16%
Prof/Tech	45%
Cler/Sales	10%
Other Emp.	17%
Not Emp.	12%

E. Educational Level:

Not H.S. Grad.	3%
H.S. Grad.	19%
1-3 Yrs. College	21%
Coll. Grad.	24%
Post Grad.	33%

Money

Time Inc.
1271 Avenue of the Americas
New York, New York 10020
(212) 841-3958
Published monthly

Publisher: William M. Kelly Jr.
Advertising Director: James B. Hayes

Editorial Description: Money is a magazine of personal and family finance. It reports, interprets and advises upon subjects of interest to those who seek greater control over their personal income. It provides guidance on making, spending and preserving money. Subject matter ranges from personal finance, stocks and insurance, to travel and household economics. Each article emphasizes individual viewpoints, real situations and specific advice.

Member: ABC
Rate Information:
Rates as of rate card No.16, dated 1/83.

Freq.	BW	4C
1X	19,180	30,010
6X	18,415	28,810
12X	18,030	28,210

Rate Base: 1,100,000 as of 1/83.

Networks or combination buys through which publication is available: Media Networks Inc. (MNI)

Special rate cards available: Business Opportunities

Demographic or Regional Editions: Money Metro Editions: Chicago, New York, California.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Business/cons. serv.	312	23.4%
2. Auto	170	12.8%
3. Beer/wine/liquor	130	9.8%
4. Office equipment	118	8.8%
5. Insurance	104	7.8%
All others	498	37.4%
Total Ad Pages	1,332.4	100%

Primary SRDS Classification No.: 22

Market Research Available: The American Consumer and the Japanese Products Market, January 1981, Lieberman Research, sample size 3,600.

Subscriber Demographics:
- Conducted by: Beta Research
- Date: June-August, 1982
- Sample size: 3,000
- Cooperation/Return rate: 60%
- Data collection method: Mail

A. Age Breakdown:

18-24	4.5%
25-34	27.6%
35-44	25.1%
45-54	20.2%
55+	22.6%
Median Age	41.2

B. Male/Female Composition:

Male	79.7%
Female	20.3%

C. Household Income:

Under $15,000	3.9%
$15,000-19,999	3.9%
$20,000-24,999	4.8%
$25,000-34,999	18.6%
$35,000-49,000	27.5%
$50,000+	41.3%
Median Income	$45,300

(continued . . .)

Money (cont.)

D. Occupation:

Mgr. /Admin.	48%
Prof/Tech	28.5%
Cler/Sales	9.8%
Other or Not Emp.	13.7%

E. Educational Level:

Not H.S. Grad.	1.2%
H.S. Grad.	8.2%
1-3 Yrs. College	24.1%
Coll. Grad.	23.9%
Post Grad.	42.6%

F. Purchasing and Ownership Indicators:
- 85.2% own their residence.
- 89.4% listen to music on stereo equipment.
- 75.2% drank/served wine in the last month.
- 68.2% rented a car for business in the last year.
- 79.1% own 2+ cars.
- 82.7% own securities.
- 85.5% own life insurance.
- 47.3% took a foreign trip in the last 3 years.
- 32.6% gave speech/addressed a meeting.
- 94.7% own a color TV set.

Moneysworth

Avant-Garde Media, Inc.
251 West 57th Street
New York, New York 10019
(212) 581-2000
Published quarterly

Publisher: Ralph Ginsberg

Advertising Director: Richard K. Greene

Editorial Description: Moneysworth counsels readers on how to get the most for their money. It covers not only consumer affairs, but also personal finance. Subjects regularly dealt with include: Automobiles (purchasing and maintenance), Insurance, Travel, Appliances, Home Entertainment, Food, Investments, Savings, Education, Home Repairs, Books, Films, Recordings, Power Tools, Photographic Equipment, Sports, Gardening, Camping, Crafts, Grooming, health. Regular features include "Dollars and Sense," on consumer affairs, "Moneywise," on personal finance: "The Flea Market," on mail-order merchandise.

Success

Success Unlimited, Inc.
401 North Wabash, Suite 530
Chicago, Illinois 60611
(312) 828-9500
Published monthly

Publisher: Charles D. Coletti

Editorial Description: Success is a consumer magazine providing readers with practical information on how to achieve more. Success is about success: written for people who are achievers. Editorial content applies to attaining personal goals, entrepreneurial activities, and management of personal and business affairs. Articles and profiles emphasize success factors. They explore the psychology of success and show specific methods that can be employed to attain high personal achievement. Special features treat in-depth topics such as goal-setting, career planning, financial planning, emotional and physical fitness, and attitude development. Regular departments cover "Your Health," "Your Money," "Your Time," and "Your Workplace."

Member: ABC, BPA

Rate Information:
Rates as of rate card No.19, dated 1/83.

Freq.	BW	4C
1X	4,530	5,590
6X	4,350	5,365
12X	4,260	5,255

Rate Base: 220,000 as of 12/82.

Advertising Data:
- 27% of all advertising space is full page ads.
- 40% of all space is run in full color.

Special rate cards available: Business Opportunity/Career Marketplace, 2 sections-20% off R.O.P., Tools for Success-20% off R.O.P.

Demographic or Regional Editions: A/B Splits

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Business opportunities	120	34%
2. Self-help	84	24%
3. Collectors	25	7%
4. Automotive	20	6%
5. Personal bus. equip.	20	6%
All others	352	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Profiles	125	23%
2. How-to's	125	23%
3. Psychology	100	18%
4. Trends	100	18%
5. Finance	50	9%
All others	50	9%
Total Edit. Pages	550	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 45/55

Subscriber Demographics:
- Conducted by: SMRB
- Date: February 1982
- Sample size: 1,000
- Cooperation/Return rate: 60.4%
- Data collection method: Mail

A. Age Breakdown:

18-24	5.9%
25-34	33.3%
35-44	30.2%
45-54	17.8%
55+	12.7%
Median Age	38.4

B. Male/Female Composition:

Male	78.3%
Female	21.7%

C. Household Income:

Under $10,000	2.7%
$10,000-14,999	3.6%
$15,000-19,999	7.1%
$20,000-29,999	18.4%
$30,000-34,999	14.5%
$35,000-49,999	28.6%
$50,000+	19.9%
Median Income	$36,946

D. Occupation:

Mgr. /Prof	73.7%

E. Educational Level:

Not H.S. Grad.	29.9%
H.S. Grad.	38.4%
1-3 Yrs. College	27.1%
Coll. Grad.	50.9%
Post Grad.	15%

F. Purchasing and Ownership Indicators:
- 27.7% dine/entertain at home 3+ times a month.
- 45.5% dine out 5+ times a month.
- 94.7% own 1 car.
- 44.9% own 2 cars.
- 36.2% own foreign cars.
- 84.2% own color televisions.
- 6.9% own a video tape recorder.
- 21.3% own video games.
- 50.3% own stereos.
- 37.1% own car stereos/tape decks.
- 17.8% own telephone answering machines.

(Continued from 250)

Subscriber Demographics:
- Conducted by: Erdos & Morgan
- Date: September 1980
- Sample size: 2,000
- Cooperation/Return rate: 50.3%.
- Data collection method: Mail

A. Age Breakdown:

18-24	2.3%
25-34	18.5%
35-44	24.4%
45-54	28.4%
55+	26.4%
Median Age	46.8

B. Male/Female Composition:

Male	87.9%
Female	12.1%

C. Household Income:

Under $10,000	2.2%
$10,000-14,999	4.8%
$15,000-19,999	6.3%
$20,000-24,999	10.6%
$25,000-34,999	19.7%
$35,000-49,999	21.8%
$50,000+	34.4%
Median Income	$38,554

D. Occupation:

Mgr./Admin.	82.2%
Prof./Tech.	5.6%
Cler./Sales	2.5%
Other Emp.	9.7%

E. Educational Level:

Not H.S. Grad.	6.3%
H.S. Grad.	21.9%
1-3 Yrs. College	26.6%
Coll. Grad.	22.8%
Post Grad.	22.4%

F. Purchasing and Ownership Indicators:
- 53% own real estate other than home.
- 72% took personal trips in U.S. in last year.
- 33% own 2 cars.
- 12% own 3 cars.
- 36% rented a car in last year.
- 31% belong to a tennis, yacht or country club.

New England Business

Yankee Publishing Inc.
31 Milk St.
Boston, MA 02109
(617) 482-8200
Published 20 times per year

Publisher: Rob Trowbridge
Other Key Contacts: Charles Hepler, Associate Publisher

Editorial Description: New England Business is edited for business executives, managers and officials. Its aim is to bring into focus what is happening in New England business, including facts, ideas, and opinions, as it affects businesses and/or the entire region and its people, and what is happening in non-business fields as it affects New England business. It reports on, examines and assesses such developments and also articulates and advances ideas it feels will further the progress and well-being of the New England business community. Departments consist of editorial, financial, government, business opportunities.

Member: BPA
Rate Information:
Rates as of rate card No. 6, dated 7/4/83.

Freq.	BW	4C
1X	2,700	3,200
7X	2,485	2,945
13X	2,350	2,785

Rate Base: 45,000, as of 7/1/83.

Advertising Data:
- 5.3% of all advertising space is full page ads.
- 22.9 % of all space is run in full color.
- 100 advertisers placed 1/6 pg. or more in 1982.
- 109 advertisers ran 7X or more in 1982.

Networks or combination buys through which publication is available: Yankee Magazine

Special rate cards available: Retail, executive gifts, mail order, restaurants, classified
Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Banking & Finance	145.16	19.74%
2. Travel & Resort	112.66	15.32%
3. Real Est. Const. & Developers	72.83	9.90%
4. Transportation	66.16	9.00%
5. High-Tech, Ind., Man.	286.19	38.92%
All others	286.19	38.92%
Total Ad Pages	735.33	100%

Top Five Editorial Categories:

	Edit. Pgs.	Pct.
1. Reports	240	31%
2. Features	223	29%
3. Columns	54	7%
4. Notes	42	5%
5. Commentary	24	3%
All others	182	25%
Total Edit. Pages	765	100%

Primary SRDS Classification No.: 20A

Average Ad/Edit Ratio: 49/51

Market Research Available: Executive readership of business publications in New England, June 1981, 745 respondents.

Syndicated Research: No

Other Subscriber Research: Subscribers of AABP 1982, Conducted by Don Bowdren Associates, April 1982. Questions concerning autos, liquor, real estate, leisure activities, investments. 262 respondents.

Subscriber Demographics:
- Conducted by: Don Bowdren Assocs.
- Date: April 1982
- Sample Size: 484
- Cooperation/Return rate: 54.1%
- Data collection method: Mail

A. Age Breakdown:

18-24	0.4%
25-34	16.0%
35-44	27.3%
45-54	28.6%
55+	27.7%
Median Age	47.2

B. Male/Female Composition:

Male	92.6%
Female	7.4%

C. Household Income:

Under $15,000	1.2%
$15,000-19,999	1.7%
$20,000-24,999	3.3%
$25,000-34,999	7.5%
$35,000-49,999	14.1%
$50,000+	72.2%
Median Income	$68,075

D. Occupation:

Mgr./Admin.	90.3%
Prof./Tech.	2.0%
Cler./Sales	2.7%
Other Emp.	5.0%
Not Emp.	0.0%

E. Educational Level:

Not H.S. Grad.	2.4%
H.S. Grad.	5.9%
1-3 Yrs. College	13.7%
College Grad.	78.0%
Post Grad.	44.5%

F. Purchasing and Ownership Indicators:
- 74.8 of our readers are in Top Management positions.
- 72.2% earn $50,000+ (Household Income).
- 34.5% have non-real estate investment portfolios valued at $250,000+.
- For subscribing households, the average value of stocks owned in other companies is $617,325.
- The average per month for dining out (personal or business) is 15.6 times.
- 67.2% order alcoholic beverages by brand at restaurants or taverns.
- 51.4% influence purchase/lease of banking services—all types—in the course of their business activities.
- 49.8% influence purchase/lease of computer equipment/services.
- 45.4% influence purchase employee benefits of all types.

Success

Success Unlimited, Inc.
401 North Wabash, Suite 530
Chicago, Illinois 60611
(312) 828-9500
Published monthly

Publisher: Charles D. Coletti

Editorial Description: Success is a consumer magazine providing readers with practical information on how to achieve more. Success is about success: written for people who are achievers. Editorial content applies to attaining personal goals, entrepreneurial activities, and management of personal and business affairs. Articles and profiles emphasize success factors. They explore the psychology of success and show specific methods that can be employed to attain high personal achievement. Special features treat in-depth topics such as goal-setting, career planning, financial planning, emotional and physical fitness, and attitude development. Regular departments cover "Your Health," "Your Money," "Your Time," and "Your Workplace."
Member: ABC, BPA
Rate Information:
Rates as of rate card No.19, dated 1/83.

Freq.	BW	4C
1X	4,530	5,590
6X	4,350	5,365
12X	4,260	5,255

Rate Base: 220,000 as of 12/82.

Advertising Data:
- 27% of all advertising space is full page ads.
- 40% of all space is run in full color.

Success (cont.)

Special rate cards available: Business Opportunity/Career Marketplace, 2 sections-20% off R.O.P., Tools for Success-20% off R.O.P.

Demographic or Regional Editions: A/B Splits

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Business opportunities	120	34%
2. Self-help	84	24%
3. Collectors	25	7%
4. Automotive	20	6%
5. Personal bus. equip.	20	6%
All others	83	23%
Total Ad Pages	352	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Profiles	125	23%
2. How-to's	125	23%
3. Psychology	100	18%
4. Trends	100	18%
5. Finance	50	9%
All others	50	9%
Total Edit. Pages	550	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 45/55

Subscriber Demographics:
- Conducted by: SMRB
- Date: February 1982
- Sample size: 1,000
- Cooperation/Return rate: 60.4%
- Data collection method: Mail

A. Age Breakdown:	
18-24	5.9%
25-34	33.3%
35-44	30.2%
45-54	17.8%
55+	12.7%
Median Age	38.4
B. Male/Female Composition:	
Male	78.3%
Female	21.7%
C. Household Income:	
Under $10,000	2.7%
$10,000-14,999	3.6%
$15,000-19,999	7.1%
$20,000-29,999	18.4%
$30,000-34,999	14.5%
$35,000-49,999	28.6%
$50,000+	19.9%
Median Income	$36,946
D. Occupation:	
Mgr. /Prof	73.7%
E. Educational Level:	
Not H.S. Grad.	29.9%
H.S. Grad.	38.4%
1-3 Yrs. College	27.1%
Coll. Grad.	50.9%
Post Grad.	15%

F. Purchasing and Ownership Indicators:
- 27.7% dine/entertain at home 3+ times a month.
- 45.5% dine out 5+ times a month.
- 94.7% own 1 car.
- 44.9% own 2 cars.
- 36.2% own foreign cars.
- 84.2% own color televisions.
- 6.9% own a video tape recorder.
- 21.3% own video games.
- 50.3% own stereos.
- 37.1% own car stereos/tape decks.
- 17.8% own telephone answering machines.

Venture

VenPub Inc.
35 West 45th Street
New York, New York 10036
(212) 840-5580
Published monthly

Publisher: Joseph D. Giarraputo
Advertising Director: William B. Cecil
Other key contacts: Scott Haberman, Advertising Manager Consumer; Jim Rogers, Advertising Manager Business.

Editorial Description: Venture, the magazine for entrepreneurs, features articles on new business opportunities and strategies for successful expansion. It focuses on new markets, products, technologies, sources of capital and emerging industries as well as reports on financial, management, regulatory and tax trends, and analyzes both the successes and failures of entrepreneurial enterprises.

Member: ABC
Rate Information:
Rates as of rate card No.7, dated 2/83.

Freq.	BW	4C
1X	7,900	12,280
6X	7,490	11,610
12X	7,130	11,050

Rate Base: 250,00 as of 2/83.

Advertising Data:
- 82% of all advertising space is full page ads.
- 35% of all space is run in full color.
- 100% advertisers placed 1/6 or more in 1982.
- 53% advertisers ran 6X or more in 1982.

Special rate cards available: California Regional Edition, Classified, Consultants to Entrepreneurs, Entrepreneurial Opportunities.

Demographic or Regional Editions: California.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Office equipment	136.18	28.8%
2. Consumer	84.42	17.9%
3. Publishing/media	57.02	12.2%
4. Professional/business	35.34	7.45%
5. Fin. & Insur. svcs.	26.17	5.5%
All others	133.17	28.2%
Total Ad Pages	472.3	100%

Top Five 1982 Editorial Categories:

	Edit Pgs.	Pct.
1. New Businesses	150	25.4%
2. Venture Financing	100	16.9%
3. General Features	93	15.8%
4. Strategies	75	12.7%
5. Management	68	11.5%
All others	104	17.6%
Total Edit Pages	590	100%

Primary SRDS Classification No.: 8 Consumer, 20 Business

Average Ad/Edit. Ratio: 47/53

Market Research Available: Hotel Study, Venture Research Department, 1983, 500 subscribers; Financial Study, Venture Research Department, 1983, 500 subscribers; Computer Study, 1,000 subscribers.

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: 1982
- Sample size: 1,000 Subscribers
- Cooperation/Return rate: 69.9%
- Data collection method: Mail

A. Age Breakdown:	
Under 25	1.4%
25-34	26.9%
35-44	37.7%
45-54	20.1%
55+	13.9%
Median Age	39.9
B. Male/Female Composition:	
Male	95.1%
Female	4.9%
C. Household Income:	
$10,000-14,999	2.3%
$15,000-19,999	2.1%
$20,000-24,999	4.2%
$25,000-34,999	8.6%
$35,000-49,999	22.3%
$50,000+	60.5%
Median Income	$60,910
D. Occupation:	
Mgr. /Admin.	89.8%
Prof/Tech	3.8%
Other Emp.	6.4%
E. Educational Level:	
Not H.S. Grad.	1.8%
H.S. Grad.	6.6%
1-3 Yrs. College	16.6%
Coll. Grad.	22.4%
Post Grad.	52.6%

F. Purchasing and Ownership Indicators:
- 49.8% have a net worth in excess of a quarter million dollars.
- 83.2% own a home.
- 43.5% presently own or lease 2 cars.
- 11.4% purchased a home computer in the past 12 months.
- 31% purchased jewelry costing $500 or more in the last 12 months.
- 29.9% own a second home.
- Venture subscribers average 15 lunches or dinners per month for business or pleasure.
- 68.8% order a specific brand of alcoholic beverage when dining out.
- 34.7% bought a new car in 1981-82.
- 35.8% bought wine by the case dring the last 12 months.

Working Woman

Hal Publications Inc.
342 Madison Avenue
New York, New York 10173
(212) 309-9800

See complete media profile in the *Women's Lifestyle* market analysis section.

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Outdoor Life

Times Mirror Magazines, Incorporated
380 Madison Avenue
New York, New York 10017
(212) 687-3000
Published 12 times a year

Publisher: Louis George Pepe
Advertising Director: Edgar L. Harrison

Editorial Description: Outdoor Life is edited for the active sportsman and his outdoor oriented family. Two-thirds of the feature articles are devoted to national interests, and one-third to the interests of four different regions: Northeast, South, Midwest, and West. This editorial program provides feature articles and departments for the experienced as well as novice sportsmen. Regularly covered subjects include: hunting, fishing, boating, camping, archery, trap & skeet, conservation, dogs, photography, travel, equipment and apparel necessary for greater enjoyment of the out-of-doors. Emphasis throughout Outdoor Life is on participation.

Member: ABC
Rate Information:
Rates as of rate card No.45, dated 1/83.

Freq.	BW	4C
1X	17,840	25,890
6X	16,948	24,595
12X	16,056	23,300

Rate Base: 1,500,000 as of 4/81.

Advertising Data:
- •70% of all advertising space is full page ads.
- •85% of all space is run in full color.

Special rate cards available: Mail order

Demographic or Regional Editions: Regional editions with requirement of full page and minimum circulation of 500,000.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Sporting goods & toys	192.33	23.7%
2. Automotive	112.31	13.9%
3. Cigarettes/tobacco	100.72	12.4%
4. Travel/hotels/resorts	64.88	8.0%
5. Retail/direct by mail	61.20	7.6%
All others	278.42	34.4%
Total Ad Pages	809.86	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Sports/recreation	546.7	73.7%
2. General interest	50.1	6.8%
3. National affairs	33.7	4.5%
4. Culture/humanities	20.1	2.7%
5. Travel/transportation	19.6	2.6%
All others	72.0	9.7%
Total Edit. Pages	742.2	100%

Primary SRDS Classification No.: 19

Average Ad/Edit. Ratio: 52.5/47.5

Market Research Available: Outdoor Life hunting and shooting survey, Signet Research, July 1981, sample 2,977; Outdoor Life fishing survey, AHF Marketing Research, September 1979, sample 2,449; "Man Next Door" survey Outdoor Life, Globe Research Corporation, January 1982, sample 1,022.

Subscriber Demographics:
- •Conducted by: Signet Research, Inc.
- •Date: July 1981
- •Sample size: 2,977
- •Cooperation/Return rate: 1,868 responses, 62.8%
- •Data collection method: Mail

A. Age Breakdown:

Under 18	5.5%
25-34	28.1%
35-49	28.5%
50-64	17.6%
65+	9.1%
Mean Age	40

B. Male/Female Composition:

Male	99.9%
Female	.1%

C. Household Income:

Under $10,000	13.1%
$10,000-14,999	12.3%
$15,000-19,999	16.6%
$20,000-24,999	18.2%
$25,000-29,999	15.5%
$30,000-39,000	13.3%
$40,000-49,000	5.1%
$50,000+	5.9%
Mean Income	$24,318

D. Occupation:

Mgr. /Admin.	10.5%
Prof/Tech	23.6%
Cler/Sales	7.2%
Other Emp.	36.5%
Not Emp.	22.2%

E. Educational Level:

Not H.S. Grad.	16.0%
H.S. Grad.	42.0%
1-3 Yrs. College	19.5%
Coll. Grad.	13.2%
Post Grad.	9.3%

F. Purchasing and Ownership Indicators:
- •66.3% took a vacation by auto in the past 12 months.
- •85.7% own their own home.
- •35.7% own a pickup truck.
- •54.5% own a boat.
- •75.3% own power tools/home workshop.
- •92.9% own fishing equipment.
- •76.7% own hunting equipment.
- •81.8% work on do-it-yourself home improvement.
- •88.0% work on lawn/garden.
- •46.7% take pictures with a 35mm camera.

Petersen's Hunting

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Published monthly

Publisher: Ken Elliott
Advertising Director: Jim P. Walsh

Editorial Description: Hunting (Petersen's) is a magazine devoted to the sport of recreational hunting. It offers information for the true hunter. Petersen's Hunting presents in-depth coverage of big game, small game, upland game, waterfowl, exotic game, hunting vehicles and gun dogs. In addition, Petersen's Hunting is involved in game conservation and ecology, and the critical roles played by the hunter and the manufacturer.

Member: ABC
Rate Information:
Rates as of rate card No.11, dated 1/83.

Freq.	BW	4C
1X	3,710	5,935
6X	3,525	5,640
12X	3,375	5,400

Rate Base: 265,000 as of 1/83.

Advertising Data:
- •63.9% of all advertising space is full page ads.
- •55.9% of all space is run in full color.

Networks or combination buys through which publication is available: Petersen Action Group Rate Card No. 11

Special rate cards available: Dog & Kennel and Game Bird Breeders

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Camping/hunting sports	156	32%
2. Arms	109	22%
3. Smoking materials	66	13%
4. Mail order catalogs	32	7%
5. Automotive (domestic)	24	5%
All others	104	21%
Total Ad Pages	491	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Big game	134	17%
2. Guns/loads	64	8%
3. Water fowl	42	5%
4. Upland game	40	5%
5. Conservation	36	5%
All others	452	60%
Total Edit. Pages	768	100%

Primary SRDS Classification No.: 19

Average Ad/Edit. Ratio: 44.5/55.4

Syndicated Research: MRI

Subscriber Demographics:
- •Conducted by: Harvey Research Organization
- •Date: March 1982
- •Sample size: 2,000
- •Cooperation/Return rate: 73%
- •Data collection method: Mail

A. Age Breakdown:

18-24	12%
25-34	34%
35-44	25%
45-54	10%
55+	10%
Median Age	33.6

B. Male/Female Composition:

Male	99%
Female	1%

C. Household Income:

Under $10,000	5%
$10,000-14,999	6%
$15,000-19,999	13%
$20,000-24,999	16%
$25,000-34,999	29%
$35,000-49,999	18%
$50,000+	12%
Median Income	$27,700

D. Educational Level:

Not H.S. Grad.	14%
H.S. Grad.	43%
1-3 Yrs. College	22%
Coll. Grad.	13%
Post Grad.	8%

F. Purchasing and Ownership Indicators:
- •61% own a dog.
- •59% own an outboard boat.
- •33% own 2+ cars.
- •74% own a truck.
- •Drive average: 30,094 miles per year.

Shooting Times

PJS Enterprises, Incorporated
Post Office Box 1790
Peoria, Illinois 61656
(309) 682-6626
Published monthly

Publisher: Jerry Constantino
Advertising Director: Don Hartzell

Editorial Description: Shooting Times magazine is edited for the gun enthusiast, experienced and novice. Guns and shooting activities in the shooting sports are covered. Articles are semitechnical, covering handguns, rifles, shotguns, muzzleloading, hunting: varmint, big and small game, upland bird hunting. Ammo reloading covers handguns, rifles, and shotguns. Also, conservation, how-to-do-it articles. New and existing guns, products and components are evaluated. Columns (monthly) are on handguns, hunting, Q & A's, gunsmithing, reloading, conservation, firearms laws, rifles and shotguns, both rimfire and centerfire.

Member: ABC, MPA
Rate Information:
Rates as of rate card No.16, dated 1/83.

Freq.	BW	4C
1X	2,400	3,625
6X	2,250	3,475
12X	2,165	3,385

Rate Base: 200,000 as of 12/82.

Advertising Data:
- 9.1% of all advertising space is full page ads.
- 20% of all space is run in full color.
- 110 advertisers placed 1/6 or more in 1982.
- 60 advertisers ran 6X or more in 1982.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Rifles	54	13%
2. Handguns	46	11%
3. Reloading equipment	42	10%
4. Shotguns	29	7%
5. Scopes	25	6%
All others	219	53%
Total Ad Pages	415	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Handgun	210	32%
2. Rifle/hunting	164	25%
3. Reloading	151	23%
4. Shotguns	34	5%
5. Blackpowder	27	4%
All others	71	11%
Total Edit. Pages	657	100%

Primary SRDS Classification No.: 19

Average Ad/Edit. Ratio: 40/60

Subscriber Demographics:
- Conducted by: Signet Research
- Date: April 1981
- Sample size: 2,000
- Cooperation/Return rate: 60%
- Data collection method: Mail questionnaire

A. Age Breakdown:

Under 18	7.1%
18-24	6.9%
25-34	36.4%
35-44	23.0%
45-54	8.4%
55 +	18.2%
Median Age	38.7

B. Male/Female Composition:

Male	98%
Female	2%

C. Household Income:

Under $10,000	4.0%
$10,000-14,999	10.0%
$15,000-19,999	15.0%
$20,000-24,999	31.9%
$25,000-34,999	20.0%
$35,000-49,999	9.8%
$50,000 +	9.3%
Median Income	$31,990

D. Occupation:

Mgr./Admin.	16.0%
Prof./Tech.	38.0%
Cler./Sales	6.0%
Other Emp.	28.0%
Not Emp.	12.0%

E. Educational Level:

Not H.S. Grad.	5.5%
H.S. Grad.	31.7%
1-3 Yrs. College	28.8%
Coll. Grad.	16.1%
Post Grad.	13.2%

F. Purchasing and Ownership Indicators:
- 13.0% own firearms.
- 44.5% plan to buy rifles.
- 54.1% plan to buy a handgun.

Sports Afield

Hearst Magazines
250 West 55th Street
New York, New York 10019
(212) 262-8850
Published monthly

Publisher: Hastings Ross
Advertising Director: Glenn R. Gray

Editorial Description: Sports Afield is edited for the outdoor sports enthusiast. Illustrated feature articles cover outdoor activity. Advice on camping, hunting, arms and ammunition, fishing, boating, sporting dogs, trap and skeet, recreational vehicles, food, outdoor wear and wines and spirits as well as new products. Issues feature coverage of seasonal activities, with emphasis on where and how.

Member: ABC
Rate Information:
Rates as of rate card No.41, dated 2/83.

Freq.	BW	4C
1X	9,850	14,100
6X	9,357.50	13,395
12X	8,865	12,690

Rate Base: 500,000 as of 5/77.

Advertising Data:
- 70% of all advertising space is full page ads.
- 61% of all space is run in full color.
- 98 advertisers placed 1/6 or more in 1982.
- 10 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Hearst Corporate Buy, Hearst Men's Magazine Buy.

Special rate cards available: Mail order

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Sporting goods	306	29%
2. Classified	175	17%
3. Automotive/after mkt.	157	15%
4. Tobacco/accessories	117	11%
5. Beer/wine/liquor	63	6%
All others	232	22%
Total Ad Pages	1050	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Sports/recreation	580.0	62.1%
2. Culture/humanities	182.6	19.6%
3. General interest	43.5	4.7%
4. National affairs	30.5	3.3%
5. Travel/transportation	26.9	2.9%
All others	70.1	7.4%
Total Edit. Pages	933.6	100%

Primary SRDS Classification No.: 19

Average Ad/Edit. Ratio: 54/46

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Starch, Inra, Hooper
- Date: 1981
- Sample size: 1,200
- Cooperation/Return rate: 60.5%
- Data collection method: Mail

A. Age Breakdown:

18-24	10.9%
25-34	31.7%
35-44	20.7%
45-54	12.9%
55 +	23.8%
Median Age	37.7

B. Household Income:

Under $10,000	9.6%
$10,000-14,999	11.2%
$15,000-19,999	14.5%
$20,000-24,999	19.1%
$25,000-34,999	22.2%
$35,000-49,999	11.0%
$50,000 +	7.8%
Median Income	$23,266

C. Occupation:

Mgr. /Admin.	13.9%
Prof./Tech.	20.5%
Cler./Sales	4.1%
Other Emp.	21.3%
Not Emp.	20.4%

D. Educational Level:

Not H.S. Grad.	16.3%
H.S. Grad.	41.0%
1-3 Yrs. College	22.7%
Coll. Grad.	10.4%
Post Grad.	9.1%

F. Purchasing and Ownership Indicators:
- 49.8% who hunt and shoot bought a new piece of equipment last year.
- 37.8% spent $250 + in fishing activites.
- 62.8% hiked or camped in the past year.
- 91.5% own one or more cameras or other major pieces of optical equipment.
- 32.4% own 3 + vehicles.
- 87.0% are primarily responsible for the maintenance of their vehicles.
- 75.1% served alcoholic beverages in the last month.
- 74.1% personally consumed alcoholic beverages in the last month.
- 75.1% own a home and 13.5% own a second home.
- 55.7% of Sports Afield subscribers who fished last year bought a new piece of fishing equipment.

Figures are FOLIO estimates for the calendar year 1982.

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Science Digest (cont.)

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Publishing/media	56.3	18%
2. Mail order	49	15%
3. Auto accessories	41	13%
4. Home entertainment	30	10%
5. Bus./con. svcs.	25.5	8%
All others	129.68	56%
Total Ad Pages	331.68	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Medicine		
2. Eng./high tech.		
3. Astronomy/space		
4. Computers		
5. Anthro./archae.		
Total Edit. Pages	1,072	100%

Primary SRDS Classification No.: 43

Average Ad/Edit. Ratio: 30/70

Syndicated Research: Simmons and MRI

Science News

Science Service
1719 N Street Northwest
Washington, DC 20036
(202) 785-2255
Published weekly

Publisher: E.G. Sherburne, Jr.
Advertising Director: Fred W. Dieffenbach
Other key contacts: Joel Greenberg, Editor; Don Harless, Business Manager

Editorial Description: Science News is a news magazine of science, and is a special interest publication for science professionals, high technology specialists, and other science-oriented adults. The magazine is written by professional journalists and presents news of the various disciplines of science, in a 16 page format.
Member: ABC

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, New York 10017
(212) 754-0550
Published Monthly

Publisher: Gerard Piel
Advertising Director: John Kirby
Other key contacts: Dennis Flanagan, Editor

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA
Rate Information:
Rates as of rate card No.31, dated 1/83.

Freq.	BW	4C
1X	14,000	21,000
6X	13,300	19,950
12X	12,600	18,900

Rate Base: 550,000 as of 1/83.

Advertising Data:
- •85% of all advertising space is full page ads.
- •62% of all space is run in full color.

Demographic or Regional Editions: Four regional editions: Northeast, South, West, and California.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Corporate	243	29%
2. Automotive	144	17%
3. Business & Consumer	131	16%
4. Office Equipment	125	15%
5. Liquor	69	8%
All others	360	44%
Total Ad Pages	830	100%

Primary SRDS Classification No.: 43
Average Ad/Edit. Ratio: 45/55
Syndicated Research: Simmons and MRI
Subscriber Demographics:
- •Conducted by: Beta Research
- •Date: December 1979
- •Sample Size: 3,000
- •Cooperation/Return rate: 81.3%
- •Data collection method: Mail

A. Age Breakdown:

18-24	11.7%
25-34	30.1%
35-44	21.8%
45-54	14.8%
55+	18.4%
Median Age	37.7

B. Male/Female Composition:

Male	89.3%
Female	9.8%

C. Household Income:

Under $10,000	6.9%
$10,000-14,999	5.9%
$15,000-19,999	8.1%
$20,000-24,999	12.9%
$25,000-49,999	40.3%
$50,000+	19.0%
Median Income	$31,000

D. Occupation:

Mgr. /Admin.	20.8%
Prof/Tech	61.2%
Cler/Sales	1.6%
Other Emp.	2.8%
Not Emp.	10.6%

E. Educational Level:

H.S. Grad.(or less)	4.8%
1-3 Yrs. College	16.0%
Coll. Grad.	18.4%
Post Grad.	59.1%

F. Purchasing and Ownership Indicators:
- •58% made speech to 25 or more people.
- •72% own 2+ cars.
- •53% dined out 4+ times in the past month.
- •93% took domestic trip in the past year.
- •58% took international trip in the past 3 years.
- •84% used or served alcoholic beverages in the past month.
- •74% keep copy indefinitely.
- •95% read issue at home.

Spectrum Magazine

The Institute of Electrical and Electronics Engineers Inc.
345 East 47th Street
New York, New York 10017
(212) 705-7760
See complete media profile in the *Electronics Technology* market analysis section.

Technology Illustrated

Goldhirsh Group Inc.
38 Commercial Wharf
Boston, Massachusetts 02110
(617) 227-4700
Published bi-monthly

Publisher: Bernard A. Goldhirsh
Advertising Director: Ralph Ferrone

Editorial Description: Technology Review is edited for those interested in new developments in science, engineering, architecture, planning, and the related social sciences; the interrelationships between disciplines; and especially the implications for policymaking and human affairs. Its focus is on the uses of science and their consequences. Editorial content includes feature articles, columns, book reviews, special reports.

Rate Information:
Rates as of rate card No. 3, dated 1/1/83.

Freq.	BW	4C
1X	9,680	14,520
6X	9,195	13,795
12X	8,710	13,070

Rate Base: 400,000 as 2/83.

Advertising Data:
- •93% of all advertising space is full page ads.
- •78% of all space is run in full color.

Networks or combination buys through which publication is available: With High Technology.

Special rate cards available: Direct Marketing/Book Publisher, discounts for continuity, combination, dependable contract, and association advertisers.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Data Processing	46.17	14.6%
2. Cons. Electron.	45.17	14.3%
3. Imported Cars	36.00	11.4%
4. Beer, Wine & Liquor	28.00	8.8%
5. Commun./Telemet.	22.00	6.9%
All Others	139.53	44.0%
Total Ad Pages	316.87	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Computers	150	25%
2. Consumer Electronics	150	25%
3. Medical Technology	80	13.3%
4. Space, aviation & trans.	70	11.7%
5. Architecture & eng	70	11.7%
All others	80	13.3%
Total Edit Pages	600	100.0%

Primary SRDS Classification No.: 43

Average Ad/Edit Ratio: 40/60

Other Subscriber Research: "1982 Subscriber Survey," Beta Research, 4,000 subscribers, questions on technological developments, readership, personal info, investments, business, civic-leisure activities, household ownership of computers, VCRs, CATV, TV, home energy, entertainment, alcoholic beverages, automotive and travel.

Subscriber Demographics:
- •Conducted by: Beta Research
- •Date: 1982
- •Sample Size: 4,000
- •Cooperation/Return rate: 53.3%
- •Data collection method: mail

Figures are FOLIO estimates for the calendar year 1982.

Technology Illustrated (cont.)

A. Age Breakdown:

18-24	11.7%
25-34	31.9%
35-44	19.7%
45-54	15.1%
55 +	18.5%
Median Age	37

B. Male/Female Composition:

Male	93%
Female	7%

C. Household Income:

Under $15,000	6.7%
$15,000-19,999	6.5%
$20,000-24,999	10.0%
$25,000-34,999	21.3%
$35,000-49,999	26.3%
$50,000 +	29.2%
Median Income	38,090

D. Occupation:

Mgr./Admin.	38.2%
Prof./Tech.	46.7%
Cler./Sales	5.7%
Other Emp.	9.3%
Not Emp.	0.1%

E. Educational Level:

H.S. Grad. or less	17.3%
1-3 Yrs. College	30.2%
College Grad.	52.5%
Post Grad.	29.9%

F. Purchasing and Ownership Indicators:
- 16.9% own personal computer.
- 22.7% own VCR.
- 49.1% wired for cable.
- 89.3% alcohol consumption past month.
- 65.5% own 35mm camera.
- 92.6% operate car.
- 92.4% own still camera.
- 96.0% own hi-fi stereo equipment.
- 7.6 times average business dining per month.
- 22.2% have bar in home/office.

Men's entertainment *(continued)*

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Swank (cont.)

Advertising Data:
- 75% of all advertising space is full page ads.
- 80% of all space is run in full color.
- 70% advertisers placed 1/6 or more in 1982.
- 65% advertisers ran 6X or more in 1982.

Special rate cards available: Mail order

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Mail order	201.33	80%
2. Video	25.33	10%
3. Liquor	25.33	10%
Total Edit. Pages	252	100%

Primary SRDS Classification No.: 43B

Average Ad/Edit. Ratio: 21/79

Subscriber Demographics:
- Conducted by: L. Rifkin and Associates, Inc.
- Date: 1979/1980
- Cooperation/Return rate: 100%

A. Age Breakdown:

18-21	18.2%
22-24	15.0%
25-29	25.9%
30-34	14.1%
35-49	18.2%
50-64	5.2%
Median Age	27.92

B. Male/Female Composition:

Male	92.7%
Female	6.4%

C. Household Income:

Under $10,000	26.7%
$10,000-14,999	27.4%
$15,000-19,999	19.2%
$20,000-24,999	9.7%
$25,000 +	9.5%
Median Income	$16,384

D. Occupation:

Mgr../Prof.	33.2%
Cler./Sales	10.9%
Other Emp.	63.9%

E. Educational Level:

Not H.S. Grad.	15%
H.S. Grad.	30%
1-3 Yrs. College	31.3%
Coll. Grad.	13.1%
Post Grad.	8.6%

Velvet

Eton Publishing Company, Inc.
6565 Sunset Boulevard, Suite 520
Los Angeles, California 90028
(213) 466-2451
Published monthly

Publisher: David Zentner
Advertising Director: Hayes Space Sales

Top 1982 Advertising Category:

1. Mail order

Top 1982 Editorial Category:

1. Pictorial

Average Ad/Edit. Ratio: 10/90

Newsmagazines *(continued)*

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Time (cont.)

F. Purchasing and Ownership Indicators:
- 5.8% own an automatic dishwasher.
- 13.6% own a video cassette recorder.
- 4.1% own a home computer.
- 89.1% own a still camera.
- 52.0% own any 35mm camera.
- 91.2% own a passenger car.
- 71.6% own 2 or more cars.
- 80.6% used or served distilled spirits.
- 76.3% used or served wine.
- 63.4% took a trip by airplane in the past year.
- Average number of air trips-6.1.
- 56.4% took an airline trip for business reasons.
- 36.4% took a foreign airline trip.
- 35.9% rented a car in the past year.
- 76.5% stayed in a hotel in the past year.
- 46.5% purchased travelers checks in the past year.
- Average amount of travelers checks purchased is $1,084.
- 26.2% own an American Express card.
- 85.4% own a credit card.
- 81.4% own any investments.
- Median value of investments owned $41,400.

U.S. News & World Report

U.S. News & World Report, Inc.
2300 N Street Northwest
Washington, DC 20037
(202) 861-2000
Published weekly

Publisher: William G. Dunn
Advertising Director: Robert B. Dilingham
Other key contacts: James J. Ashe, Director of Marketing

Editorial Description: U.S. News & World Report is devoted to major trends, developments and issues in national and world news. Original reports and special analyses emphasize the economic and social effects of the news with application for business and professional people and their families.

Member: ABC, MPA

Women's service

Ad Pages

1	Good Housekeeping	2,015
2	Family Circle	1,691
3	Woman's Day	1,465
4	Better Homes & Gdns.	1,365
5	McCall's Magazine	1,053
6	Redbook	1,049
7	Ladies' Home Journal	917
8	Parents	866
9	Prevention	849
10	Self	832
11	Working Mother	806
12	New Woman	486
13	American Baby	421
14	Spring	166
	Total	**13,981**

Ad Pages Growth

	(1981/1982)	(%)
1	New Woman	68.0
2	Working Mother	14.8
3	Parents	5.0
4	Self	3.9
5	American Baby	2.2
6	Family Circle	1.5
7	Woman's Day	-0.8
8	Good Housekeeping	-2.0
9	Redbook	-7.9
10	Better Homes & Gardens	-8.6
11	McCall's Magazine	-9.1
12	Ladies' Home Journal	-10.7
13	Prevention	-14.9
14	Spring	n.e.*

Net Chg. Ad Pages

	(1981/1982)	
1	New Woman	197
2	Working Mother	104
3	Parents	41
4	Self	31
5	Family Circle	25
6	American Baby	9
7	Woman's Day	-12
8	Good Housekeeping	-42
9	Redbook	-90
10	McCall's Magazine	-105
11	Ladies' Home Journal	-110
12	Better Homes & Gardens	-128
13	Prevention	-149
14	Spring	n.e.*
	Total	**-229**

Avg. Ad Pages/Copy

1	Good Housekeeping	168
2	Better Homes & Gardens	114
3	Family Circle	99
4	Woman's Day	98
5	McCall's Magazine	88
6	Redbook	87
7	Ladies' Home Journal	76
8	Parents	72
9	Prevention	71
10	Self	69
11	Working Mother	67
12	New Woman	44
13	American Baby	35
14	Spring	21

Ad Revenue

		($000)
1	Good Housekeeping	110,465
2	Family Circle	106,197
3	Better Homes & Gdns.	100,289
4	Woman's Day	88,909
5	McCall's Magazine	62,001
6	Redbook	45,095
7	Ladies' Home Journal	43,385
8	Parents	22,197
9	Self	13,562
10	Prevention	12,778
11	American Baby	9,670
12	New Woman	7,004
13	Working Mother	6,532
14	Spring	842
	Total	**628,926**

Ad Revenue Growth

	(1981/1982)	(%)
1	New Woman	77.2
2	Working Mother	68.9
3	Self	25.5
4	Parents	23.5
5	American Baby	13.8
6	Family Circle	11.7
7	Good Housekeeping	6.7
8	Woman's Day	0.2
9	Better Homes & Gardens	-0.4
10	McCall's Magazine	-5.0
11	Redbook	-8.6
12	Ladies' Home Journal	-12.4
13	Prevention	-14.1
14	Spring	n.e.*

Net Chg. Ad Revenue

	(1981/1982)	($000)
1	Family Circle	11,085
2	Good Housekeeping	6,898
3	Parents	4,217
4	New Woman	3,052
5	Self	2,754
6	Working Mother	2,665
7	American Baby	1,170
8	Woman's Day	140
9	Better Homes & Gardens	-399
10	Prevention	-2,100
11	McCall's Magazine	-3,288
12	Redbook	-4,252
13	Ladies' Home Journal	-6,116
14	Spring	n.e.*
	Total	**15,826**

Avg. Ad Rev./Copy

		($)
1	Good Housekeeping	1.70
2	Working Mother	1.40
3	Parents	1.13
4	Self	1.11
5	Better Homes & Gardens	1.04
6	Redbook	0.92
7	Family Circle	0.87
8	Woman's Day	0.85
9	McCall's Magazine	0.83
10	American Baby	0.81
11	Ladies' Home Journal	0.70
12	New Woman	0.59
13	Prevention	0.42
14	Spring	0.29

*n.e. = not estimated

(Advertisement)

Within the Women's Service market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Better Homes and Gardens
New Woman
Prevention
Woman's Day
Family Circle
Ladies' Home Journal
Redbook
Working Mother
Good Housekeeping
McCall's
Parents
Self

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies. Specifically, the following publications in this market have commissioned SMRB to provide subscriber or newsstand studies:

Redbook *Self* *Spring*

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Beauty Digest, Lady's Circle, Shape*, and approximately 7 non-audited magazines that accept advertising.

American Baby

American Baby, Incorporated
575 Lexington Avenue
New York, New York 10022
(212) 752-0775

See complete media profile in the *Women's Special Interest* market analysis section.

Better Homes and Gardens

Meredith Corporation
1716 Locust Street
Des Moines, Iowa 50336
(515) 284-3000

See complete media profile in the *Home Service* market analysis section.

Family Circle

The New York Times Company
488 Madison Avenue
New York, New York 10022
(212) 593-8000
Published 17 times a year

Publisher: Robert F. Young
Advertising Director: Thomas C. Redd

Editorial Description: Family Circle is edited for contemporary women. Editorial concerns actionable ideas, primarily in the areas of health and beauty, self improvement, fashion, crafts, home management, home improvement and family care. Regular features and columns include Food and Nutrition, Money Management, Buyer's Guide, Woman's World, Here's News in Medicine, Dear Beauty

Figures are FOLIO estimates for the calendar year 1982.

Women's service (continued)

Average Circulation

1	Better Hms. & Gdns.	8,070,843
2	Family Circle	7,217,081
3	Woman's Day	6,967,614
4	McCall's Magazine	6,234,623
5	Good Housekeeping	5,421,181
6	Ladies' Home Jrnl.	5,170,031
7	Redbook	4,078,522
8	Prevention	2,520,093
9	Parents	1,640,783
10	New Woman	1,084,627
11	Self	1,018,858
12	American Baby	1,000,378
13	Working Mother	388,418
14	Spring	360,920
	Total	**51,173,972**

Avg. Circ. Growth (1981/1982)

		(%)
1	Working Mother	28.1
2	Self	6.0
3	Parents	5.2
4	Prevention	3.9
5	American Baby	3.8
6	Good Housekeeping	1.0
7	Better Homes & Gardens	0.3
8	Woman's Day	0.2
9	McCall's Magazine	0.0
10	Family Circle	-2.9
11	Redbook	-5.7
12	Ladies' Home Journal	-6.4
13	New Woman	-16.8
14	Spring	n.e.*

Net Chg. Avg. Circ. (1981/1982)

1	Prevention	94,958
2	Working Mother	85,219
3	Parents	80,761
4	Self	57,529
5	Good Housekeeping	55,513
6	Better Homes & Gdns.	23,980
7	Woman's Day	13,436
8	American Baby	378
9	Spring	0
10	McCall's Magazine	-1,634
11	Family Circle	-215,840
12	New Woman	-219,596
13	Redbook	-247,802
14	Ladies' Home Journal	-351,760
	Total	**-624,858**

Avg. Circ. Rev./Copy

		($)
1	Spring	1.73
2	New Woman	1.61
3	Self	1.30
4	Good Housekeeping	1.14
5	Prevention	0.94
6	Working Mother	0.91
7	Ladies' Home Journal	0.86
8	Redbook	0.84
9	Parents	0.81
10	Woman's Day	0.70
11	Family Circle	0.68
12	McCall's Magazine	0.68
13	Better Homes & Gardens	0.67
14	American Baby	0.44

Total Revenue (ad rev. + circ. rev.)

		($000)
1	Family Circle	190,307
2	Good Housekeeping	184,452
3	Better Homes & Gdns.	165,559
4	Woman's Day	162,104
5	McCall's Magazine	124,413
6	Ladies' Home Journal	96,968
7	Redbook	86,106
8	Prevention	41,259
9	Parents	38,145
10	Self	29,451
11	New Woman	26,183
12	Working Mother	10,764
13	American Baby	10,203
14	Spring	4,527
	Total	**1,170,441**

Total Rev. Growth (1981/1982)

		(%)
1	New Woman	76.2
2	Working Mother	74.4
3	Parents	27.0
4	Self	16.7
5	American Baby Magazine	15.1
6	Good Housekeeping	10.9
7	Family Circle	8.7
8	Prevention	8.1
9	Woman's Day	2.1
10	McCall's Magazine	-1.8
11	Better Homes & Gardens	-4.6
12	Ladies' Home Journal	-4.9
13	Redbook	-7.9
14	Spring	n.e.*

Avg. Total Pgs./Copy (ad pages + edit. pages)

1	Better Homes & Gardens	201
2	Family Circle	183
3	Woman's Day	174
4	Redbook	173
5	McCall's Magazine	168
6	Prevention	168
7	Self	156
8	Ladies' Home Journal	151
9	Parents	140
10	Working Mother	129
11	New Woman	112
12	American Baby	70
13	Spring	66
14	Good Housekeeping	n.e.*

Avg. Edit. Pgs./Copy

1	Prevention	97
2	Better Homes & Gardens	87
3	Self	87
4	Redbook	85
5	Family Circle	84
6	McCall's Magazine	81
7	Woman's Day	77
8	Ladies' Home Journal	75
9	New Woman	68
10	Parents	68
11	Working Mother	62
12	Spring	45
13	American Baby	34
14	Good Housekeeping	n.e.*

*n.e. = not estimated

Editor, I Wasn't Born Beautiful, Careerscope, Travel Vacation Guides and Shopping Circle: a mail order section.

Member: ABC
Rate Information:
Rates as of rate card No.57B, dated 1/83.

Freq.	BW	4C
1X	49,800	60,000
6X	52,325	63,100

Advertising Data:
•92% of all space is run in full color.

Special rate cards available: Mail order

Demographic or Regional Editions: 26 regional, 55 sub-regional editions

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food products	494	29.2%
2. Cigarettes/tobacco	241	14.3%
3. Toiletries/cosmetics	195	11.5%
4. Retail/direct mail	121	7.2%
5. Drugs/remedies	100	5.9%
All others	540	31.9%
Total Ad Pages	1,691	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home furnishings	359	25.2%
2. Food	287	20.2%
3. Health	110	7.7%
4. General interest	98	6.9%
5. Apparel	95	6.7%
All others	475	33.3%
Total Edit. Pages	1,424	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 55/45

Syndicated Research: Simmons and MRI

Subscriber Demographics:
•Conducted by: SMRB
•Date: October 1981-July 1982
•Sample size: 19,035
•Cooperation/Return rate: 74%
•Data collection method: Interview

A. Age Breakdown:

18-24	11.7%
25-34	25.1%
35-44	18.2%
45-54	17.6%
55 +	27.4%
Median Age	42

B. Male/Female Composition:

Male	13.1%
Female	86.9%

C. Household Income:

Under $10,000	15.7%
$10,000-14,999	15.3%
$15,000-19,999	11.0%
$20,000-24,999	13.2%
$25,000-34,999	23.0%
$35,000-49,999	15.7%
$50,000 +	6.1%
Median Income	$23,036

D. Occupation:

Mgr. ./Admin.	5.7%
Prof./Tech.	12.7%
Cler./Sales	19.7%
Other Emp.	15.3%
Not Emp.	43.7%

E. Educational Level:

Not H.S. Grad.	6.3%
H.S. Grad.	46.9%
1-3 Yrs. College	18.7%
Coll. Grad.	15.5%
Post Grad.	10.3%

Figures are FOLIO estimates for the calendar year 1982.

Women's service (continued)

Avg. Subscrip. Circ.

1	Better Hms. & Gdns.	7,475,859
2	McCall's Magazine	5,525,799
3	Ladies' Home Jrnl.	4,331,580
4	Good Housekeeping	3,493,755
5	Redbook	3,409,414
6	Prevention	2,431,921
7	Parents	1,546,091
8	Self	510,423
9	New Woman	367,602
10	Working Mother	352,898
11	Spring	320,510
12	American Baby	63,054
13	Woman's Day	51,208
14	Family Circle	49,170
	Total	**29,929,284**

Subscription Growth (1981/1982) (%)

1	Working Mother	46.5
2	American Baby Magazine	37.9
3	Parents	4.3
4	Prevention	2.5
5	McCall's Magazine	1.2
6	Better Homes & Gardens	0.9
7	Good Housekeeping	-0.7
8	Self	-2.1
9	Woman's Day	-2.4
10	Redbook	-4.0
11	Ladies' Home Journal	-6.9
12	New Woman	-7.7
13	Family Circle	n.e.*
14	Spring	n.e.*

Net Chg. Subscriptns. (1981/1982) (Subs.)

1	Working Mother	111,936
2	Better Homes & Gdns.	66,165
3	McCall's Magazine	63,718
4	Parents	63,204
5	Prevention	59,042
6	Family Circle	49,170
7	American Baby	17,336
8	Woman's Day	-1,233
9	Self	-11,099
10	Good Housekeeping	-22,951
11	New Woman	-30,489
12	Redbook	-142,094
13	Ladies' Home Journal	-320,687
14	Spring	n.e.*
	Total	**-97,982**

Average Sub. Price ($)

1	New Woman	14.63
2	Family Circle	13.04
3	Good Housekeeping	11.25
4	Prevention	11.12
5	Self	10.71
6	Woman's Day	10.54
7	Spring	10.06
8	Working Mother	9.95
9	Parents	9.21
10	McCall's Magazine	9.14
11	Ladies' Home Journal	8.89
12	Redbook	8.50
13	American Baby	8.46
14	Better Homes & Gardens	7.54

Sub. Revenue ($000)

1	Better Homes & Gdns.	56,345
2	McCall's Magazine	50,504
3	Good Housekeeping	39,294
4	Ladies' Home Journal	38,491
5	Redbook	28,967
6	Prevention	27,043
7	Parents	14,243
8	Self	5,466
9	New Woman	5,376
10	Working Mother	3,511
11	Spring	3,224
12	Family Circle	641
13	Woman's Day	535
14	American Baby	533
	Total	**274,173**

Sub. Rev. Growth (1981/1982) (%)

1	Working Mother	118.9
2	New Woman	95.4
3	American Baby Magazine	47.0
4	Parents	30.8
5	Prevention	20.1
6	Good Housekeeping	15.7
7	McCall's Magazine	1.5
8	Self	-1.5
9	Ladies' Home Journal	-2.4
10	Redbook	-10.4
11	Better Homes & Gdns.	-11.1
12	Woman's Day	-29.4
13	Family Circle	n.e.*
14	Spring	n.e.*

Newsstand Revenue ($000)

1	Family Circle	83,470
2	Woman's Day	72,660
3	Good Housekeeping	34,694
4	Ladies' Home Journal	15,092
5	New Woman	13,803
6	Redbook	12,044
7	McCall's Magazine	11,908
8	Self	10,423
9	Better Homes & Gdns.	8,925
10	Parents	1,704
11	Prevention	1,438
12	Working Mother	720
13	Spring	461
14	American Baby	n.e.*
	Total	**267,342**

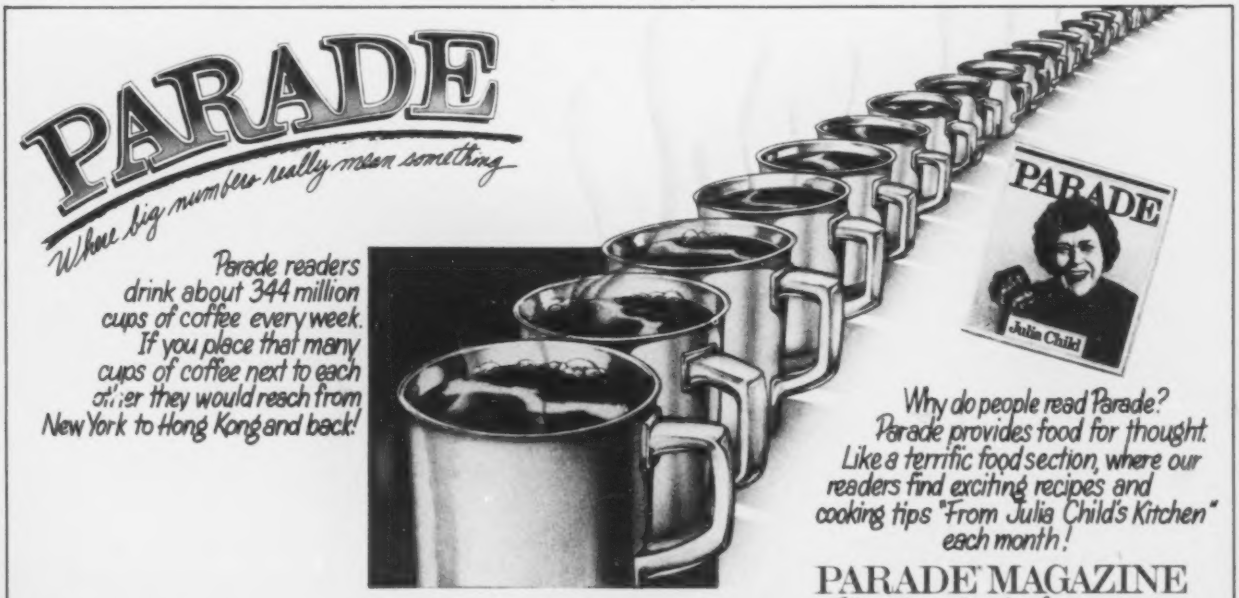
Nwstd. Rev. Growth (1981/1982) (%)

1	Prevention	83.4
2	New Woman	69.3
3	Parents	47.3
4	Good Housekeeping	20.3
5	Self	17.3
6	Ladies' Home Journal	15.7
7	Working Mother	10.3
8	Woman's Day	5.0
9	Family Circle	4.3
10	McCall's Magazine	2.6
11	Redbook	2.3
12	American Baby	0.0
13	Better Homes & Gardens	-6.6
14	Spring	n.e.*

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)



PARADE

Where big numbers really mean something

Parade readers drink about 344 million cups of coffee every week. If you place that many cups of coffee next to each other they would reach from New York to Hong Kong and back!

Why do people read Parade? Parade provides food for thought. Like a terrific food section, where our readers find exciting recipes and cooking tips "From Julia Child's Kitchen" each month!

PARADE MAGAZINE

We go to work when America rests.

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Women's service (continued)

Avg. Newstnd. Circ. (copies sold/issue)

1	Family Circle	7,167,911
2	Woman's Day	6,916,406
3	Good Housekeeping	1,927,427
4	Ladies' Home Jrnl.	838,451
5	New Woman	717,025
6	McCall's Magazine	708,824
7	Redbook	669,108
8	Better Homes & Gdns.	594,984
9	Self	508,435
10	Parents	94,692
11	Prevention	88,172
12	Spring	40,410
13	Working Mother	35,520
14	American Baby	0
	Total	**20,307,365**

Newsstand Growth ('81/'82: copies sold/issue) (%)

1	Prevention	68.7
2	Parents	22.8
3	Self	15.6
4	Good Housekeeping	4.2
5	Woman's Day	0.2
6	American Baby	0.0
7	Family Circle	-3.6
8	Ladies' Home Journal	-3.6
9	Better Homes & Gardens	-6.6
10	McCall's Magazine	-8.4
11	Redbook	-14.7
12	New Woman	-20.9
13	Working Mother	-42.9
14	Spring	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)

1	Good Housekeeping	78,464
2	Self	68,627
3	Prevention	35,916
4	Parents	17,557
5	Woman's Day	14,669
6	American Baby	0
7	Working Mother	-26,719
8	Ladies' Home Journal	-31,073
9	Better Homes & Gdns.	-42,186
10	McCall's Magazine	-65,352
11	Redbook	-115,708
12	New Woman	-189,107
13	Family Circle	-265,010
14	Spring	n.e.*
	Total	**-519,922**

Avg. Nwstd. Price ($)

1	New Woman	1.75
2	Self	1.71
3	Working Mother	1.69
4	Better Homes & Gardens	1.54
5	Good Housekeeping	1.50
6	Ladies' Home Journal	1.50
7	Parents	1.50
8	Redbook	1.50
9	Spring	1.50
10	McCall's Magazine	1.40
11	Prevention	1.36
12	Woman's Day	0.70
13	Family Circle	0.68
14	American Baby	0.00

*n.e. = not estimated

Good Housekeeping

Hearst Corporation
959 Eighth Avenue
New York, New York 10019
(212) 262-7487
Published monthly

Publisher: Raymond J. Petersen
Advertising Director: Gordon J. Simerad

Editorial Description: Good Housekeeping is edited primarily for homemakers. Interests: food, fashion, beauty, decorating, household appliances, needlecrafts, home maintenance, diet, health, interpersonal relations in and outside the home, social problems, personalities, fiction and current affairs. Regular column subjects include psychological self-help, etiquette, medicine and consumer problems. Plus "The Better Way," a special section of hard-fact information.

Member: ABC
Rate Information:
Rates as of rate card No.49, dated 3/83.

Freq.	BW	4C
1X	50,860	63,820
6X	45,774	57,438
12X	43,740	54,885

Rate Base: 5,000,000 as of 7/74.

Networks or combination buys through which publication is available: Hearst Corporate Buy.

Special rate cards available: Mail order, Travel & Book Publishing

Demographic or Regional Editions: 11 Regions and 152 Test Markets

Ladies' Home Journal

Family Media Incorporated
3 Park Avenue
New York, New York 10016
(212) 340-9200
Published monthly

Publisher: Robert D. Thomas
Advertising Director: Gregory W. D[illegible]nn
Other key contacts: Mitch Lurin, Director of Marketing

Editorial Description: Ladies' Home Journal is edited for today's woman, addressing the challenges she actively faces in her multi-faceted life. Each issue has a wide spectrum of service and feature material including food, decorating, health and diet, beauty and fashion, as well as articles on fiction, reportage, book excerpts, personality profiles and interviews, and stories of human interest and personal fulfillment. Regular features include "Can This Marriage Be Saved?," "It's Not Easy To Be a Woman Today!," "You and Your Money" by Sylvia Porter, "How America Lives," and "Your Journal": a sampler of ideas, information and amusements.

Member: ABC
Rate Information:
Rates as of rate card No.J35, dated 4/83.

Freq.	BW	4C
1X	41,000	50,400
6X	37,720	46,368
12X	36,900	45,360

Rate Base: 5,000,000 as of 4/83.

Advertising Data:
- 70% of all advertising space is full page ads.
- 77% of all space is run in full color.

Networks or combination buys through which publication is available: Ladies Home Journal, Family Group Discount.

Special rate cards available: Mail Order

Demographic or Regional Editions: Prime Showcase (Upper demographic edition), LHJ South (Southern edition), 14 Standard Regional Editions, 20 Standard Spot Markets.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food/sft. drnks./lqr.	239.83	26.1%
2. Toiletries/drugs	206.42	22.5%
3. Smoking materials	165.13	18.0%
4. Consumer services	66.80	7.3%
5. Hsehld. furn/equip.	57.47	6.3%
All others	181.61	19.8%
Total Ad Pages	917.26	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Food/nutrition	193.5	19.6%
2. Beauty/health/apparel	186.2	18.8%
3. Culture/humanities	181.0	18.3%
4. Home furn/mgmt/bldg	90.1	9.1%
5. Fiction	84.0	8.5%
All others	254.5	25.7%
Total Edit. Pages	989.3	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 47/53

Syndicated Research: Simmons and MRI

McCall's

McCall Publishing Company
230 Park Avenue
New York, New York 10169
(212) 551-9500
Published monthly

Publisher: Ray Eyes
Advertising Director: Frank Zilla

Editorial Description: McCall's is edited for the contemporary woman. It keeps her up-to-date in every facet of her life: from the very personal questions of human relations to the last minute word on career, politics, finance and health. Each issue features food, beauty, fashion and home management service, fiction, book excerpts and in-depth profiles of personalities on the news, as well as a special 8-page newsletter, Right Now. Regular columnists include Dr. William Nolen, and Dr. Lee Salk.

Member: ABC
Rate Information:
Rates as of rate card No.90, dated 1/83.

Freq.	BW	4C
1X	48,670	59,830
6X	45,263	55,642
12X	43,803	53,847

Rate Base: 6,200,000 as of 1/83.

Demographic or Regiohal Editions: Upper Income Demographic Edition: McCall's VIP ZIP, 10 Regional Editions and 127 Test Market Areas.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food	307.1	29.2%
2. Toiletries/drugs	163.6	15.5%
3. Tobacco	172.2	16.4%
4. Household furniture	89.3	8.5%
5. Apparel	54.4	5.2%
All others	266.1	25.2%
Total Ad Pages	1,052.7	100%

Figures are FOLIO estimates for the calendar year 1982.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Food	212.7	22%
2. Culture/humanities	128.5	13.3%
3. Home furnishings	83.1	8.6%
4. Health	67.6	7%
5. Children	65.3	6.8%
All others	409.1	42.3%
Total Edit. Pages	966.3	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 52/48

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: SMRB
- Date: 1982
- Sample size: 19,035
- Data collection method: Personal interview

A. Age Breakdown:

18-24	16.9%
25-34	24.3%
35-44	15.6%
45-54	16.2%
55+	27.1%
Median Age	40.3

B. Male/Female Composition:

Male	11.8%
Female	88.2%

C. Household Income:

Under $10,000	17.2%
$10,000-14,999	17.3%
$15,000-19,999	11.5%
$20,000-24,999	11.3%
$25,000+	42.7%
Median Income	$21,745

D. Occupation:

Mgr./Prof.	14.3%
Cler./Sales	23.6%
Other Emp.	17.5%
Not Emp.	44.7%

E. Educational Level:

Not H.S. Grad.	21%
H.S. Grad.	45.9%
1-3 Yrs. College	20.8%
Coll. Grad. +	12.3%

F. Purchasing and Ownership Indicators:
- McCall's reaches one out of six of all women in the U.S.
- McCall's has a women audience larger than most Prime Time Television Shows.
- McCall's ranks in the top ten magazines for subscription copies sold per issue.

New Woman

New Woman, Inc.
Post Office Drawer 189
Palm Beach, Florida 33480
(305) 833-4583

See complete media profile in the *Women's Lifestyles* market analysis section.

Parents

Parents Magazine Enterprises, a division of Gruner & Jahr, USA, Inc.
685 Third Avenue
New York, New York 10017
(212) 878-8700
Published monthly

Publisher: John G. Hahn
Advertising Director: Vincent DePierro
Other key contacts: John O'Brien, Midwest Manager; Sandy Fish, Manager, Pacific/Mountain States

Editorial Description: Parents is edited for young women 18-34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on the day-to-day needs and concerns of today's woman and her family. Regular departments include: Fashion, Food, Home, Beauty, As They Grow (Eight-part feature on pregnancy and birth), Child Development, Love and Marriage, Women At Work, How To, Pet Set and Money Lines.

Member: ABC
Rate Information:
Rates as of rate card No.65, dated 1/83.

Freq.	BW	4C
1X	24,750	31,680
6X	23,760	30,412.80
12X	22,770	29,145.60

Rate Base: 1,675,000 as of 1/83.

Advertising Data:
- 75% of all advertising space is full page ads.
- 89% of all space is run in full color.

Special rate cards available: Direct Response rates included in National Display Rate card. Rate charts available for Food for Families with Children and Stay Young and Beautiful advertising.

Demographic or Regional Editions: Parents circulation may be bought: subject to availability: according to twelve major marketing regions, based on U.S. Postal Sectional Centers, or for test market advertising, in 129 markets following U.S. Postal Service Sectional Center lines: subscription circulation only.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Drugs & Toiletries	262.67	30.32%
2. Food & Beverages	231.36	26.71%
3. Home Building	87.32	10.08%
4. Sprtng. Gds. & Toys	64.75	7.47%
5. Publishing & Media	63.73	7.36%
All others	156.43	18.06%
Total Ad Pages	866.26	100.00%

See special *Parade* sweepstakes card, page 66.

(Advertisement)

PARADE
Where big numbers really mean something
Here's something you can bank on: Parade reaches ONE THIRD of all the households in America that earn $30,000 plus each year!
Last year Parade households bought 1.2 million refrigerators. If you were to place them side by side you'd have a line of refrigerators almost as long as The Great Wall of China!
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications, Inc. All rights reserved.

Figures are FOLIO estimates for the calendar year 1982.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Children	312.4	38.2%
2. Food & Nutrition	113.5	13.9%
3. Culture/Humanities	111.4	13.6%
4. Health/Medicine	62.5	7.6%
5. Beauty & Grooming	43.1	5.3%
All others	175.7	21.4%
Total Edit. Pages	818.6	100.%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 52.50/47.50

Market Research Available: Consumer Viewpoint-Hair Care, by Parents for Product Marketing, 1980; Consumer Viewpoint- Cosmetics, by Parents for Product Marketing, 1981.

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171

See complete media profile in the *Health & Fitness* market analysis section.

Redbook

Hearst Corporation
230 Park Avenue
New York, New York 10169
(212) 850-9300
Published monthly

Publisher: Alan Waxenberg
Advertising Director: Richard Sarno

Editorial Description: Redbook Magazine is edited for young women 18 to 34 with special emphasis on the problems and challenges they face in forming their lives, careers and marriages. Feature articles concern such subjects as politics, medicine, psychology, education, national affairs, marital relationships and children. Approximately one-third of each issue is devoted to service, including beauty, food and nutrition, fashion, needlecrafts, home furnishings and equipment. A complete novel plus several short stories are published monthly. Regular columnists include T. Berry Brazelton, M.D., Judy Langford Carter, Lorna and Philip Sarrel, M.D., Benjamin Spock, M.D. and Judith Viorst.

Rate Information:
Rates as of rate card No.92, dated 7/82.

Freq.	BW	4C
1X	32,270	42,675
6X	30,334	40,115
12X	29,043	38,408

Rate Base: 3,800,000 as of 7/82.

Advertising Data:
- 81.8% of all advertising space is full page ads.
- 87.5% of all space is run in full color.
- 1 advertiser placed 1/6 or more in 1982.
- 1 advertiser ran 6X or more in 1982.

Networks or combination buys through which publication is available: Hearst Corporate Buy

Demographic or Regional Editions: Redbook Gold, 11 Regions covering entire U.S. Regions (includes subscriptions and newsstand).

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food	273.73	26.1%
2. Toiletries	202.67	19.3%
3. Tobacco	162.08	15.4%
4. Apparel	71.82	6.9%
5. Drugs	54.75	5.2%
All others	284.15	27.1%
Total Ad Pages	1049.2	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Fiction	308.3	30.1%
2. Food	169.4	16.5%
3. Culture	103.9	10.1%
4. Apparel	79.2	7.7%
5. Children	70.6	6.9%
All others	292.6	28.6%
Total Edit. Pages	1024.0	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 50.6/49.4

Syndicated Research: SMRB and MRI

Other Subscriber Research: The Beauty of Marriage & Career, Women 25-34, Signet Research Mail survey, December 1981, sample size: 2563; Toy Survey, Beta Research Mail Survey, June 1981, sample 507.

Self

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8000

See complete media profile in the *Women's Lifestyle* market analysis section.

Spring

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171

See complete media profile in the *Women's Lifestyle* market analysis section.

Woman's Day

CBS Publications
1515 Broadway
New York, New York 10036
(212) 719-6300
Published 15 times a year.

Publisher: Peter G. Diamandis
Advertising Director: Bob Mate
Other key contacts: Jay Burzon, VP Associate Publisher

Editorial Description: Woman's Day is directed to helping contemporary women realize their life goals and manage their daily tasks more efficiently. Primary coverage involves the food, housing, building, home furnishings, apparel, appliance, and cosmetic and toiletries industries. Regular columns offer news in travel, medicine, automotive, money management, and pet care. Additionally, articles treat the challenges of family life, child care and self-fulfillment.

Member: ABC
Rate Information:
Rates as of rate card No.47, dated 2/83.

Freq.	BW	4C
1X	54,711	65,477
6X	50,881	60,894
12X	49,240	58,929

Rate Base: 6,973,333 as of 2/83.

Special rate cards available: Mail order

Demographic or Regional Editions: 61 local editions

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food/food products	364.77	26.7%
2. Toiletries/cosmetics	191.49	14.1%
3. Cigarettes/tobacco	185.76	13.6%
4. Retail/direct mail	105.65	7.7%
5. Apparel/footwear	94.52	6.9%
All others	424.68	31.0%
Total Ad Pages	1366.87	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Food	240.4	22.6%
2. Home	183.6	17.2%
3. Fashion	156.8	14.7%
4. Beauty	85.7	8.0%
5. General Interest	65.8	6.2%
All others	333.1	31.3%
Total Edit. Pages	1065.4	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 56/44

Market Research Available: Third Woman's Day/FMI Study: Supermarket Shoppers in a Period of Economic Uncertainty, 1982, Yankelovich, Skelly & White Inc., Sample of about 1,000 shoppers.

Syndicated Research: Simmons and MRI

Working Mother

The McCall Publishing Company
230 Park Avenue
New York, New York 10169
(212) 551-9500

See complete media profile in the *Women's Lifestyle* market analysis section.

Women's special interest

Ad Pages

1	True Story	717
2	Crafts Magazine	522
3	Dec. & Craft Ideas	424
4	American Baby	421
5	Workbasket	385
6	Weight Watchers	308
7	Soap Opera Digest	304
8	Great Recipes of World	94
	Total	**3,175**

Ad Pages Growth (1981/1982)

		(%)
1	Soap Opera Digest	150.8
2	Weight Watchers	18.4
3	True Story	3.7
4	Dec. & Craft Ideas	3.3
5	American Baby	2.2
6	Workbasket	1.1
7	Crafts Magazine	n.e.*
8	Great Recipes of World	n.e.*

Net Chg. Ad Pages (1981/1982)

1	Soap Opera Digest	183
2	Weight Watchers	68
3	True Story	26
4	Dec. & Craft Ideas	14
5	American Baby	9
6	Workbasket	4
7	Crafts Magazine	0
8	Great Recipes of World	0
	Total	**304**

Avg. Ad Pages/Copy

1	True Story	60
2	Crafts Magazine	44
3	Dec. & Craft Ideas	42
4	Workbasket	39
5	American Baby	35
6	Weight Watchers	26
7	Soap Opera Digest	12
8	Great Recipes of World	9

Ad Revenue

		($000)
1	True Story	9,685
2	American Baby	9,670
3	Dec. & Craft Ideas	3,433
4	Weight Watchers	3,398
5	Workbasket	2,251
6	Soap Opera Digest	1,355
7	Crafts Magazine	930
8	Great Recipes of World	288
	Total	**31,010**

Ad Revenue Growth (1981/1982)

		(%)
1	Soap Opera Digest	287.1
2	Weight Watchers	38.3
3	True Story	21.7
4	Workbasket	17.5
5	American Baby	13.8
6	Dec. & Craft Ideas	10.5
7	Crafts Magazine	n.e.*
8	Great Recipes of World	n.e.*

Net Chg. Ad Revenue (1981/1982)

		($000)
1	True Story	1,729
2	American Baby	1,170
3	Weight Watchers	1,094
4	Soap Opera Digest	1,005
5	Workbasket	336
6	Dec. & Craft Ideas	327
7	Crafts Magazine	0
8	Great Recipes of World	0
	Total	**5,661**

Avg. Ad Rev./Copy

		($)
1	American Baby	0.81
2	True Story	0.52
3	Dec. & Craft Ideas	0.48
4	Weight Watchers	0.38
5	Crafts Magazine	0.29
6	Workbasket	0.13
7	Soap Opera Digest	0.08
8	Great Recipes of World	0.05

Average Circulation

1	Workbasket	1,737,237
2	True Story	1,561,630
3	American Baby	1,000,378
4	Weight Watchers	739,067
5	Dec. & Craft Ideas	708,819
6	Soap Opera Digest	621,750
7	Great Recipes of Wrld.	545,768
8	Crafts Magazine	268,484
	Total	**7,183,133**

Avg. Circ. Growth (1981/1982)

		(%)
1	Workbasket	11.5
2	American Baby	3.8
3	True Story	3.5
4	Soap Opera Digest	-1.4
5	Weight Watchers	-2.2
6	Dec. & Craft Ideas	-6.4
7	Crafts Magazine	n.e.*
8	Great Recipes of World	n.e.*

Net Chg. Avg. Circ. (1981/1982)

1	Workbasket	178,928
2	True Story	52,380
3	American Baby	378
4	Crafts Magazine	0
5	Great Recipes of World	0
6	Soap Opera Digest	-8,878
7	Weight Watchers	-16,762
8	Dec. & Craft Ideas	-48,643
	Total	**157,403**

Avg. Circ. Rev./Copy

		($)
1	Crafts Magazine	1.22
2	Dec. & Craft Ideas	0.99
3	Great Recipes of World	0.94
4	Weight Watchers	0.92
5	Soap Opera Digest	0.81
6	True Story	0.69
7	American Baby	0.44
8	Workbasket	0.37

*n.e. = not estimated

(Advertisement)

Within the Women's Special Interest market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Decorating & Craft Ideas
Soap Opera Digest
True Story

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Beauty Digest, Girl Scout Leader*; and approximately 7 non-audited magazines that accept advertising.

American Baby

American Baby, Incorporated
575 Lexington Avenue
New York, New York 10022
(212) 752-0775
Published monthly

Publisher: Alan Goldberg
Advertising Director: Mark Levine

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Rate Information:
Rates as of rate card dated 1/83.

Freq.	BW	4C
1X	18,135	25,080
6X	17,150	23,675
12X	16,365	22,535

Rate Base: 1,000,000 as of 1/83.

Special rate cards available: Mail order, Feminine Hygiene, Life Insurance, Home Improvement, Beauty & Changing Lifestyles, Diet & Nutrition for Expectant and New Mothers.

Demographic or Regional Editions: Prenatal Edition, Postnatal Edition, Regional buys available by states or ADI markets.

Women's special interest (continued)

Total Revenue

(ad rev. + circ. rev.)	($000)
1 True Story	22,573
2 Soap Opera Digest	14,397
3 Weight Watchers	11,549
4 Dec. & Craft Ideas	10,476
5 American Baby	10,203
6 Workbasket	8,677
7 Great Recipes of World	5,934
8 Crafts Magazine	4,848
Total	88,657

Total Rev. Growth

(1981/1982)	(%)
1 Weight Watchers	22.6
2 American Baby	15.1
3 Workbasket	13.3
4 True Story	10.5
5 Dec. & Craft Ideas	3.1
6 Soap Opera Digest	-0.7
7 Crafts Magazine	n.e.*
8 Great Recipes of World	n.e.*

Avg. Total Pgs./Copy

(ad pages + edit. pages)	
1 Soap Opera Digest	140
2 True Story	122
3 Crafts Magazine	101
4 Workbasket	72
5 American Baby	70
6 Weight Watchers	68
7 Dec. & Craft Ideas	n.e.*
8 Great Recipes of World	n.e.*

Avg. Edit. Pgs./Copy

1 Soap Opera Digest	129
2 True Story	62
3 Crafts Magazine	58
4 Weight Watchers	43
5 American Baby	34
6 Workbasket	33
7 Dec. & Craft Ideas	n.e.*
8 Great Recipes of World	n.e.*

Avg. Subscrip. Circ.

1 Workbasket	1,694,337
2 True Story	1,217,905
3 Dec. & Craft Ideas	657,523
4 Weight Watchers	584,838
5 Great Recipes of Wrld.	437,069
6 Soap Opera Digest	299,506
7 Crafts Magazine	179,669
8 American Baby	63,054
Total	5,133,901

Subscription Growth

(1981/1982)	(%)
1 American Baby	37.9
2 Soap Opera Digest	30.2
3 Workbasket	11.6
4 True Story	6.1
5 Weight Watchers	3.5
6 Dec. & Craft Ideas	-7.2
7 Crafts Magazine	n.e.*
8 Great Recipes of World	n.e.*

Net Chg. Subscriptns.

(1981/1982)	(Subs.)
1 Workbasket	175,685
2 True Story	69,697
3 Soap Opera Digest	69,472
4 Weight Watchers	19,634
5 American Baby	17,336
6 Crafts Magazine	0
7 Great Recipes of World	0
8 Dec. & Craft Ideas	-50,881
Total	300,943

Average Sub. Price

	($)
1 Soap Opera Digest	16.97
2 Crafts Magazine	12.42
3 Weight Watchers	9.98
4 Dec. & Craft Ideas	9.54
5 Great Recipes of World	9.50
6 American Baby	8.46
7 True Story	7.20
8 Workbasket	3.60

Sub. Revenue

	($000)
1 True Story	8,764
2 Dec. & Craft Ideas	6,274
3 Workbasket	6,104
4 Weight Watchers	5,837
5 Soap Opera Digest	5,083
6 Great Recipes of World	4,152
7 Crafts Magazine	2,231
8 American Baby	533
Total	38,978

Sub. Rev. Growth

(1981/1982)	(%)
1 American Baby	47.0
2 Weight Watchers	30.1
3 True Story	24.4
4 Soap Opera Digest	19.3
5 Workbasket	10.9
6 Dec. & Craft Ideas	5.8
7 Crafts Magazine	n.e.*
8 Great Recipes of World	n.e.*

Newsstand Revenue

	($000)
1 Soap Opera Digest	7,959
2 True Story	4,125
3 Weight Watchers	2,313
4 Crafts Magazine	1,687
5 Great Recipes of World	1,495
6 Dec. & Craft Ideas	769
7 Workbasket	322
8 American Baby	n.e.*
Total	18,6[illegible]

Nwstd. Rev. Growth

(1981/1982)	(%)
1 Workbasket	35.2
2 American Baby	0.0
3 Dec. & Craft Ideas	-7.7
4 Weight Watchers	-12.1
5 Soap Opera Digest	-19.6
6 True Story	-23.8
7 Crafts Magazine	n.e.*
8 Great Recipes of World	n.e.*

*n.e. = not estimated

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Diapers	46	10.9%
2. Toiletries	38	9.0%
3. Nursers	27.5	6.0%
4. Food	25	5.5%
5. Toys	24.5	5.5%
All others	261	63.1%
Total Ad Pages	421.10	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. How-to articles	85	20.7%
2. Merchandising feature	66	16.0%
3. Medical feature	62	14.8%
4. Health/nutrition	61	14.8%
5. First experience	37	8.8%
All others	102	24.9%
Total Edit. Pages	413	100%

Primary SRDS Classification No.: 5

Average Ad/Edit. Ratio: 47/53

Syndicated Research: MRI

Crafts Magazine

PJS Enterprises, Incorporated
Post Office Box 1790
Peoria, Illinois 61656
(309) 682-6626
Published monthly

Publisher: Jerry Constantino
Advertising Director: Art Setterlund

Editorial Description: Crafts Magazine is edited for the crafts enthusiast and for the person just getting interested in crafts. Editorial content emphasizes new and varied how-to projects on crafts for the home or for personal use or wear, made from products generally available in craft supply stores. Other types of articles include: buying and using different craft products to improve craft knowledge and skills; special craft techniques; projects for children and adult groups; reports on visits to unique craft shops, shows, museums, etc. Departments: new products, new books, coming events and columns by craft personalities.

Member: ABC
Rate Information:
Rates as of rate card No.7, dated 1/83.

Freq.	BW	4C
1X	1,535	2,670
6X	1,335	2,466
12X	1,200	2,310

Rate Base: 300,000 as of 1/83.

Advertising Data:
- 6% of all advertising space is full page ads.
- 30% of all space is run in full color.
- 220 advertisers placed 1/6 or more in 1982.
- 150 advertisers ran 6X or more in 1982.

Special rate cards available: Mail order

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Mail order	209	40%
2. Macrame cord	52	10%
3. Silk flowers	42	8%
4. Needlecraft	26	5%
5. Painting supply	26	5%
All others	167	32%
Total Ad Pages	522	100%

Figures are FOLIO estimates for the calendar year 1982.

	Avg. Newstnd. Circ. (copies sold/issue)
1 True Story	343,725
2 Soap Opera Digest	322,244
3 Weight Watchers	154,229
4 Great Recipes of Wrld.	108,699
5 Crafts Magazine	88,815
6 Dec. & Craft Ideas	51,296
7 Workbasket	42,900
8 American Baby	n.e.*
Total	**1,111,908**

Newsstand Growth ('81/'82: copies sold/issue)	(%)
1 Workbasket	8.2
2 Dec. & Craft Ideas	4.6
3 American Baby	0.0
4 True Story	-4.8
5 Weight Watchers	-19.1
6 Soap Opera Digest	-19.6
7 Crafts Magazine	n.e.*
8 Great Recipes of World	n.e.*

Net Chg. Newsstand ('81/'82: copies sold/issue)	
1 Workbasket	3,243
2 Dec. & Craft Ideas	2,239
3 American Baby	0
4 Crafts Magazine	0
5 Great Recipes of World	0
6 True Story	-17,317
7 Weight Watchers	-36,397
8 Soap Opera Digest	-78,350
Total	**-126,582**

Avg. Nwstd. Price	($)
1 Crafts Magazine	1.58
2 Dec. & Craft Ideas	1.50
3 Great Recipes of World	1.25
4 Weight Watchers	1.25
5 True Story	1.00
6 Soap Opera Digest	0.95
7 Workbasket	0.75
8 American Baby	0.00

*n.e. = not estimated

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Needlecrafts	278	40%
2. Basics	138	20%
3. Painting	138	20%
4. Soft sculpture	69	10%
5. Flowermaking/arrang.	69	10%
Total Edit. Pages	692	100%

Primary SRDS Classification No.: 11

Average Ad/Edit. Ratio: 60/40

Market Research Available: Signet Research, Crafts Magazine Readership Profile, sample size: 2,000.

Subscriber Demographics:
- Conducted by: Signet Research
- Date: April 1982
- Sample size: 2,000
- Cooperation/Return rate: 54%
- Data collection method: Mail

A. Age Breakdown:

Under 18	2.5%
18-24	6.5%
25-34	30.9%
35-44	22.8%
45-54	10.8%
55 +	26.5%
Median Age	42.42

B. Male/Female Composition:

Male	1.4%
Female	98.6%

C. Household Income:

Under $10,000	8.3%
$10,000-14,999	11.0%
$15,000-19,999	12.0%
$20,000-24,999	27.6%
$25,000-34,999	20.3%
$35,000-49,999	11.7%
$50,000 +	9.1%
Median Income	$28,800

D. Occupation:

Mgr../Admin.	5.7%
Prof./Tech.	9.9%
Cler./Sales	10.5%
Other Emp.	61.9%
Not Emp.	12.0%

E. Educational Level:

Not H.S. Grad.	9.4%
H.S. Grad.	38.2%
1-3 Yrs. College	29.6%
Coll. Grad.	15.3%
Post Grad.	7.5%

F. Purchasing and Ownership Indicators:
- 76% own their own home.

Decorating & Craft Ideas

Southern Living Incorporated
500 Office Park Drive
Birmingham, Alabama 35223
(205) 877-6000
Published monthly

Publisher: Dick Fontana
Other key contacts: Katherine Pearson, Editor; Kay Lind, Production Editor

Editorial Description: Decorating & Craft Ideas is a visual demonstration of crafts used in home decorating, fashion sewing, creative cooking and gift giving. It is edited for the creative individual who seeks to express his/her individuality through crafts. Featured crafts include needlecrafts, sewing, quilting, decoupage, miniatures, macrame, stained glass, nature crafts and more. Readers are guided step-by-step through each project in a room setting, for gift giving or entertaining, or in the wardrobe. "Worth a Try," "Hot Line," and "Craft Tips," provide product sources plus advice for the creative "Do-it-yourselfer."

Member: ABC, MPA

Primary SRDS Classification No.: 11

Great Recipes of the World

Great Recipes Publishing Associates
333 Sylvan Avenue
Englewood Cliffs, New Jersey 07632
(201) 569-2424
Published monthly

Publisher: Norman Roseman
Advertising Director: Russ Russomanno

Editorial Description: Great Recipes of the World is devoted to food preparation and recipes with the emphasis on simplicity. Each month features the foods of a specific country or region of the world. As a special feature, each issue has bound into it 12 recipe cards illustrating the finished recipe on one side in full color, with ingredients and direction on the reverse side. The cards are perforated for easy removal.

Member: ABC
Rate Information:
Rates as of rate card No.6, dated 2/82.

Freq.	BW	4C
1X	6,500	8,500
6X	5,525	7,225
12X	5,200	6,800

Rate Base: 750,000 as of 2/82.

Advertising Data:
- 95% of all advertising space is full page ads.
- 95% of all space is run in full color.
- 28 advertisers placed 1/6 or more in 1982.
- 6 advertisers ran 6X or more in 1982.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food	94	100%

Top 1982 Editorial Categories:

	Pct.
1. Food	100%

Primary SRDS Classification No.: 18

Average Ad/Edit. Ratio: 10/90

Subscriber Demographics:
- Conducted by: Mark Clements Research
- Date: February 1982
- Sample size: 2,000
- Cooperation/Return rate: 63%
- Data collection method: Mail

A. Age Breakdown:

18-24	7.5%
25-34	24.1%
35-44	23.4%
45-54	20.3%
55 +	23.7%
Median Age	42.4

B. Male/Female Composition:

Male	10.8%
Female	89.2%

C. Household Income:

Under $10,000	8.7%
$10,000-14,999	11.1%
$15,000-19,999	9.0%
$20,000-24,999	12.6%
$25,000-34,999	23.6%
$35,000-49,999	18.6%
$50,000 +	16.2%
Median Income	$35,200

D. Occupation:

Mgr. /Admin.	20.4%
Prof./Tech.	16.7%
Cler./Sales	22.1%
Other Emp.	8.3%
Not Emp.	23.1%

E. Educational Level:

Not H.S. Grad.	6.2%
H.S. Grad.	38.8%
1-3 Yrs. College	27.7%
Coll. Grad.	11.5%
Post Grad.	6.7%

F. Purchasing and Ownership Indicators:

- 64.6% use wine in cooking.
- 92% used, served or drank wine in the past month.
- 83.8% used, served or drank beer in the past month.
- Readers entertained 15.66 guests at home in the past month.
- 93.9% always, sometimes shop and purchase advertised brands for cooking.
- 48.6% own food processors.
- 39.1% own microwave ovens.
- 31.8% own ice cream makers.
- 88.4% own blenders.
- 70.6% own electric coffee makers.

Soap Opera Digest

Network Publishing Company
254 West 31st Street
New York, New York 10001
(212) 947-6300
Published bi-weekly

Publisher: Marc T. Lio
Advertising Director: Barney Bernhard

Editorial Description: Soap Opera Digest is edited for people who want to keep current with daytime television drama. It contains synopses of the 13 daytime serials, behind-the-scenes features about the stars, food & fashion editorials, as well as special news columns concerning the private lives of the actors & actresses in the programs.

Member: ABC
Rate Information:
Rates as of rate card No. 11, dated 8/82.

Freq.	BW	4C
1X	5,255	6,130
6X	4,992.25	5,723.50
12X	4,730	5,517

Rate Base: 650,000 as of 8/82.

Advertising Data:

- 97% of all advertising space is full page ads.
- 90% of all space is run in full color.
- 40 advertisers placed 1/6 pg. or more in 1982.
- 30 advertisers ran 6X or more in 1982.

Special rate cards available: Mail order

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Tobacco	100	30%
2. Feminine hygiene	85	25%
3. Baby	85	25%
4. Health	34	10%
5. Miscellaneous	34	10%
Total Ad Pages	338	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 12/88

Syndicated Research: Simmons

True Story

Macfadden Holdings, Inc.
215 Lexington Avenue
New York, New York 10016
(212) 340-7500
Published monthly

Publisher & Advertising Director: John J. Fitzpatrick

Editorial Description: True Story magazine is edited as a full service magazine for the young working class woman, and its stories reflect her world. In addition to story editorial, regular service features include recipes and food preparation, beauty and grooming, home management, child care, personal advice columns and health articles.

Member: ABC
Rate Information:
Rates as of rate card No.41, dated 3/83.

Freq.	BW	4C
1X	12,965	16,880

Quantity page discounts per R.C.

Rate Base: 1,475,000 as of 3/83.

Networks or combination buys through which publication is available: Macfadden Women's Group

Special rate cards available: Mail order

Demographic or Regional Editions: 20 Regions, Limited Availability Test Market Supplied Insert Only, National Copy Splits-Geographical only.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Cosmetics	137.47	19%
2. Cigarettes	104.82	15%
3. Food	100.67	14%
4. Drugs	99.32	14%
5. Bus. correspondence	50.16	7%
All others	224.27	31%
Total Ad Pages	716.71	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Reader stories	540	73%
2. Home service	108	14%
3. All other	96	13%
Total Edit. Pages	744	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 49/51

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau, 1982, True Story Womens' Group

A. Age Breakdown:

18-24	26.2%
25-34	22.4%
35-44	17.0%
45-54	14.0%
55 +	20.4%
Median Age	35.5

B. Male/Female Composition:

Male	11.6%
Female	88.4%

C. Household Income:

Under $10,000	34.7%
$10,000-14,999	20.9%
$15,000-19,999	12.2%
$20,000-24,999	6.7%
$25,000-29,999	12.3%
$30,000-39,000	8.9%
$40,000 +	4.3%
Median Income	$13,283

D. Occupation:

Mgr. /Prof.	2.4%
Cler./Sales	14.9%
Other Emp.	27.5%
Not Emp.	55.2%

E. Educational Level:

Not H.S. Grad.	45.4%
H.S. Grad.	46.7%
1-3 Yrs. College	6.9%
Coll. Grad.	1.0%

F. Purchasing and Ownership Indicators:

- 90.9% did major food shopping in the last 4 weeks.
- 42.6% have a grocery expenditure of $60 + a week.
- 59.6% bought games and toys.
- 74.2% use lipstick.
- 67.9% use an indigestion aid.
- 90.9% use headache remedies.
- 71.6% use cold and allergy remedies.
- 87.2% use dish washing liquid.
- 62.6% use plastic sandwich or food bags.
- 81.4% use plastic garbage bags.

Weight Watchers Magazine

American/Harlequin Incorporated
575 Lexington Avenue
New York, New York 10022
(212) 888-9166
Published monthly

Publisher: Alan Goldberg
Advertising Director: Roger Appleby

Editorial Description: Weight Watcher's Magazine is a woman's service publication devoted to weight control, health/nutrition and beauty/fashion. It reaches a female audience with articles on weight-loss successes, physical and mental health, beauty tips, fashion advice and many recipes.

The Workbasket

Modern Hand Craft Inc.
4251 Pennsylvania Avenue
Kansas City, Missouri 64111
(816) 531-5730
Published monthly, except combined June/July-November/December

Publisher: John E. Tillotson II
Advertising Director: Bradford B. Reynolds
Other key contacts: John E. Tillotson III, Assistant Publisher

Editorial Description: Workbasket editorial stresses needlework and home service features with directions for crochet, knitting, tatting, needlepoint,

(continued on page 567)

Figures are FOLIO estimates for the calendar year 1982.

Youth

	Ad Pages	
1	Seventeen	1,307
2	'Teen	556
3	Circus Magazine	359
4	Co-ed	347
5	Boys' Life	264
6	Highlights for Children	0
7	Natl. Geographic World	0
8	Sesame Street	0
	Total	**2,833**

	Ad Pages Growth (1981/1980)	(%)
1	Circus Magazine	14.4
2	'Teen	1.6
3	Boys' Life	1.5
4	Highlights for Children	0.0
5	Natl. Geographic World	0.0
6	Sesame Street	0.0
7	Seventeen	-1.7
8	Co-ed	-4.0

	Net Chg. Ad Pages (1981/1980)	
1	Circus Magazine	45
2	'Teen	9
3	Boys' Life	4
4	Highlights for Children	0
5	Natl. Geographic World	0
6	Sesame Street	0
7	Co-ed	-14
8	Seventeen	-22
	Total	**22**

	Avg. Ad Pages/Copy	
1	Seventeen	109
2	'Teen	46
3	Co-ed	35
4	Circus Magazine	30
5	Boys' Life	22
6	Highlights for Children	0
7	Natl. Geographic World	0
8	Sesame Street	0

	Ad Revenue	($000)
1	Seventeen	23,821
2	'Teen	6,980
3	Boys' Life	3,223
4	Co-ed	3,136
5	Circus Magazine	946
6	Highlights for Children	0
7	Natl. Geographic World	0
8	Sesame Street	0
	Total	**38,106**

	Ad Revenue Growth (1981/1980)	(%)
1	Circus Magazine	15.1
2	Boys' Life	13.3
3	'Teen	10.4
4	Seventeen	6.2
5	Highlights for Children	0.0
6	Natl. Geographic World	0.0
7	Sesame Street	0.0
8	Co-ed	-4.1

	Net Chg. Ad Revenue (1981/1980)	($000)
1	Seventeen	1,396
2	'Teen	659
3	Boys' Life	379
4	Circus Magazine	124
5	Highlights for Children	0
6	Natl. Geographic World	0
7	Sesame Street	0
8	Co-ed	-134
	Total	**2,424**

	Avg. Ad Rev./Copy	($)
1	Seventeen	1.33
2	'Teen	0.55
3	Circus Magazine	0.48
4	Co-ed	0.40
5	Boys' Life	0.18
6	Highlights for Children	0.00
7	Natl. Geographic World	0.00
8	Sesame Street	0.00

	Average Circulation	
1	Natl. Geo. World	1,652,274
2	Boys' Life	1,498,248
3	Seventeen	1,495,290
4	Highlights for Child.	1,316,924
5	Sesame Street	1,105,728
6	'Teen	1,051,878
7	Co-ed	765,998
8	Circus Magazine	162,715
	Total	**9,069,055**

	Avg. Circ. Growth (1981/1980)	(%)
1	Circus Magazine	14.2
2	Natl. Geographic World	13.1
3	Highlights for Children	12.7
4	Sesame Street	3.2
5	Co-ed	2.8
6	Seventeen	1.4
7	Boys' Life	0.1
8	'Teen	-1.4

	Net Chg. Avg. Circ. (1981/1980)	
1	Natl. Geo. World	191,411
2	Highlights for Children	148,742
3	Sesame Street	34,716
4	Co-ed	21,630
5	Circus Magazine	20,220
6	Seventeen	19,987
7	Boys' Life	1,819
8	'Teen	-14,710
	Total	**423,815**

	Avg. Circ. Rev./Copy	($)
1	Circus Magazine	1.70
2	Highlights for Children	1.54
3	Seventeen	1.09
4	'Teen	0.96
5	Sesame Street	0.78
6	Natl. Geographic World	0.70
7	Co-ed	0.54
8	Boys' Life	0.39

(Advertisement)

Within the Youth market, the following publications were measured in the 1983 Simmons Study of Media and Markets:

Seventeen

Crosstabulations of Simmons Market Research Bureau data by PRIZM, ClusterPlus and VALS segments are also available.

In addition, Simmons provides a wide variety of special studies commissioned by individual publications.

For detailed purchasing, ownership and audience demographic information on any measured publication, or information on custom studies, contact either the publisher or Ms. Cass Faller, Client Support Services, at SMRB, (212) 867-1414, ext. 267.

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *The 18 Almanac, Junior Scholastic, Scholastic Scope, Scholastic Update, Scholastic Voice, Science World, Senior Scholastic, 16 magazine, Tiger Beat, Young Miss*; and approximately 6 non-audited magazines that accept advertising.

Boys' Life

Boy Scouts of America Incorporated
271 Madison Avenue
New York, New York 10016
(212) 532-0985
Published monthly

Publisher: J. Warren Young
Advertising Director: Robert L. Goldsmith
Other key contacts: Eric Nussbaum, Research & Promotion Manager

Editorial Description: Boys' Life is a general service magazine for boys, edited to their interests. Editorial content deals with Scouting, sports, amusements, hobbies, science, careers, fiction, food, health, clothes, educational activities, etc. There are monthly columns on: bicycling, fishing, stamps and coins, magic, chess, books, ecology, movies and other topics of interest to boys.

Primary SRDS Classification No.: 51

Subscriber Research: Erdos & Morgan, 1981; Simmons STARS, 1981.

Circus

Circus Enterprises
419 Park Avenue South
New York, New York 10016
(212) 685-5050
Published monthly

Publisher: Gerald Rothberg
Advertising Director: Steve Rosenfield
Other key contacts: Gary Victor, Ad Manager; Lani Zarief, Ad Coordinator

Editorial Description: Circus magazine is a popular music publication that covers music news and rock and roll personalities. Issues feature interview-oriented articles on contemporary musicians and personalities, with an emphasis on informative reporting. Regular columns include Front Pages and Back Pages, which present rock and roll news, Stage

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Youth (continued)

Total Revenue (ad rev. + circ. rev.)	($000)
1 Seventeen	43,439
2 Highlights for Children	22,322
3 'Teen	19,100
4 Natl. Geographic World	13,962
5 Sesame Street	10,349
6 Boys' Life	10,273
7 Co-ed	7,363
8 Circus Magazine	4,258
Total	**131,066**

Total Rev. Growth (1981/1982)	(%)
1 Highlights for Children	33.6
2 Natl. Geographic World	28.3
3 Circus Magazine	27.0
4 Sesame Street	15.9
5 'Teen	15.3
6 Seventeen	13.0
7 Boys' Life	5.7
8 Co-ed	3.0

Avg. Total Pgs./Copy (ad pages + edit. pages)	
1 Seventeen	196
2 'Teen	104
3 Circus Magazine	80
4 Highlights for Children	43
5 Natl. Geographic World	36
6 Sesame Street	32
7 Boys' Life	n.e.*
8 Co-ed	n.e.*

Avg. Edit. Pgs./Copy	
1 Seventeen	87
2 'Teen	57
3 Circus Magazine	50
4 Highlights for Children	43
5 Natl. Geographic World	36
6 Sesame Street	32
7 Boys' Life	n.e.*
8 Co-ed	n.e.*

Avg. Subscrip. Circ.	
1 Natl. Geo. World	1,652,274
2 Boys' Life	1,498,248
3 Highlights for Child.	1,316,924
4 Seventeen	895,763
5 Co-ed	785,998
6 Sesame Street	776,040
7 'Teen	731,030
8 Circus Magazine	30,234
Total	**7,686,511**

Subscription Growth (1981/1982)	(%)
1 Seventeen	13.5
2 Natl. Geographic World	13.1
3 Highlights for Children	12.7
4 Sesame Street	4.4
5 Co-ed	2.8
6 Boys' Life	0.1
7 'Teen	-2.2
8 Circus Magazine	-23.7

Net Chg. Subscriptns. (1981/1982)	(Subs.)
1 Natl. Geo. World	191,411
2 Highlights for Children	148,742
3 Seventeen	106,753
4 Sesame Street	32,904
5 Co-ed	21,630
6 Boys' Life	1,819
7 Circus Magazine	-9,369
8 'Teen	-16,651
Total	**477,239**

Average Sub. Price	($)
1 Highlights for Children	16.95
2 Circus Magazine	15.95
3 Seventeen	11.86
4 'Teen	10.00
5 Sesame Street	8.90
6 Natl. Geographic World	8.45
7 Co-ed	5.38
8 Boys' Life	4.71

Sub. Revenue	($000)
1 Highlights for Children	22,322
2 Natl. Geographic World	13,962
3 Seventeen	10,625
4 'Teen	7,307
5 Boys' Life	7,050
6 Sesame Street	6,907
7 Co-ed	4,227
8 Circus Magazine	482
Total	**72,882**

Sub. Rev. Growth (1981/1982)	(%)
1 Seventeen	36.4
2 'Teen	33.8
3 Highlights for Children	33.6
4 Natl. Geographic World	28.3
5 Sesame Street	16.9
6 Co-ed	8.9
7 Boys' Life	2.6
8 Circus Magazine	-13.0

Newsstand Revenue	($000)
1 Seventeen	8,993
2 'Teen	4,813
3 Sesame Street	3,442
4 Circus Magazine	2,830
5 Boys' Life	0
6 Co-ed	0
7 Highlights for Children	0
8 Natl. Geographic World	0
Total	**20,078**

Nwstd. Rev. Growth (1981/1982)	(%)
1 Circus Magazine	43.2
2 Sesame Street	19.0
3 Seventeen	9.2
4 'Teen	0.6
5 Boys' Life	0.0
6 Co-ed	0.0
7 Highlights for Children	0.0
8 Natl. Geographic World	0.0

*n.e. = not estimated

Pass which chronicles groups in concert and Listings, containing a comprehensive guide to upcoming groups on tours, new music books, rock on radio and TV and studio news. Each issue has a section geared specifically for the musician. Performers are interviewed with respect to their musical instruments and playing styles. A consumer's guide to musical instrument products is also included.

Rate Information:
Rates as of rate card No.16, dated 10/82.

Freq.	BW	4C
1X	3,020	4,020
6X	2,730	3,640
12X	2,580	3,450

Rate Base: 165,000 as of 12/82.

Advertising Data:
- •75% of all advertising space is full page ads.
- •60% of all space is run in full color.
- •8.5% advertisers placed 1/6 or more in 1982.
- •95% advertisers ran 6X or more in 1982.

Special rate cards available: Illustrated display, Classified and Mail order

Demographic or Regional Editions: Contact publisher

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Musical instrument	225 1/6	63%
2. Records	68 2/3	19%
3. Classified	39 2/3	11%
4. Hi-Fi	9 5/6	3%
5. Film	8	2%
All others	8	2%
Total Ad Pages	359 1/3	100%

Top Four 1982 Editorial Categories:

	Edit. Pgs.
1. Rock music/info.	
2. Musical instrument	
3. Video games	
4. Movies	
Total Edit Pages	600

Primary SRDS Classification No.: 33

Average Ad/Edit. Ratio: 33.3/66.6

Market Research Available: In-house studies

Subscriber Demographics:
- •Conducted by: In-house
- •Date: 1981-82
- •Sample size: 1247
- •Cooperation/Return rate: 13%
- •Data collection method: Mail

A. Age Breakdown:

Under 15	20%
16-20	54%
21 +	26%
Median Age	18

B. Male/Female Composition:

Male	75%
Female	25%

C. Household Income:

Median Income	$18,135

D. Occupation:

Other Emp.	49%
Students	44%

E. Purchasing and Ownership Indicators:
- •86% play an instrument.
- •Average audio system: $900.
- •73% plan to upgrade audio equipment in the next 6 months.
- •88% plan to upgrade musical instrument in the next 6 months.
- •Reader purchases 4 albums per month.
- •Average reader sees 3.1 movies per month.

- •Reader purchases 2.3 blank tapes per month.
- •97% own stereo systems.
- •67% own video game consoles.

Figures are FOLIO estimates for the calendar year 1982.

Avg. Newstnd. Circ. (copies sold/issue)		
1	Seventeen	599,527
2	Sesame Street	329,688
3	'Teen	320,840
4	Circus Magazine	132,481
5	Boys' Life	0
6	Co-ed	0
7	Highlights for Children	0
8	Natl. Geographic World	0
	Total	1,382,536

Newsstand Growth ('81/'82: copies sold/issue)		(%)
1	Circus Magazine	28.8
2	Sesame Street	0.6
3	'Teen	0.6
4	Boys' Life	0.0
5	Co-ed	0.0
6	Highlights for Children	0.0
7	Natl. Geographic World	0.0
8	Seventeen	-12.6

Net Chg. Newsstand ('81/'82: copies sold/issue)		
1	Circus Magazine	29,588
2	'Teen	1,941
3	Sesame Street	1,812
4	Boys' Life	0
5	Co-ed	0
6	Highlights for Children	0
7	Natl. Geographic World	0
8	Seventeen	-86,766
	Total	-53,425

Avg. Nwstd. Price		($)
1	Circus Magazine	1.78
2	Seventeen	1.25
3	'Teen	1.25
4	Sesame Street	0.85
5	Boys' Life	0.00
6	Co-ed	0.00
7	Highlights for Children	0.00
8	Natl. Geographic World	0.00

Co-ed

Scholastic Incorporated
730 Broadway
New York, New York 10003
(212) 505-3000
Published 10 times a year

Publisher & Advertising Director: W. Page Thompson

Editorial Description: Co-ed magazine is written and edited for teenage girls. Its editorial content includes fashion and beauty, home furnishings and decoration, home management and equipment, foods and nutrition, parties and entertainment, finance and family living, child care and careers. Co-ed and its teacher edition, Forecast for Home Economics, form co-ordinated teacher-student magazines for high school home economics classes.

Member: ABC
Rate Information:

Freq.	BW	4C
1X	6,000	8,900
12X	5,400	8,100

Rate Base: 800,000 as of 9/79.

Networks or combination buys through which publication is available: Scholastic Network

Special rate cards available: Mail order

Demographic or Regional Editions: Space can be made by any region, depending on advertiser requests.

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 44/56

Market Research Available: Family Food Shopper, Beta Research, sample size 1,000.

Syndicated Research: Simmons

Other Subscriber Research: Co-ed correspondent studies: panels of home economics studies covering food preparation, shopping, purchasing; cosmetics use, haircare products used, appliance study and attitudes toward computers.

Highlights for Children

Highlights for Children, Inc.
2300 West Fifth Avenue
Columbus, Ohio 43216
(614) 486-0631
Published 11 times a year

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Fiction	94	20%
2. Articles	94	20%
3. Activities	94	20%
4. Science	70	15%
5. Crafts	47	10%
All others	71	15%
Total Edit. Pages	470	100%

National Geographic World

National Geographic Society
17th and M Streets Northwest
Washington, DC 20036
(202) 857-7009
Published monthly

Publisher: National Geographic Society

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Adventure/outdoors	77	18%
2. Natural history	75	18%
3. Sports/games	40	9%
4. For./geo.	13	3%
5. History/archeology	12	3%
All others	209	49%
Total Edit. Pages	426	100%

Sesame Street

Children's Television Workshop
One Lincoln Plaza
New York, New York 10023
(212) 595-3456
Publishes 10 subscriptions issues a year, 12 newsstand issues a year.

Publisher: Nina B. Link

Primary SRDS Classification No.: Direct Mail 520

Subscriber Demographics:
- Conducted by: CTW Research Division
- Date: August 1981
- Sample size: 995
- Cooperation/Return rate: 50%
- Data collection method: Mail

A. Age Breakdown:

18-24	8%
25-34	74%
35-44	17%
45-54	1%
Median Age	33

B. Male/Female Composition:

Male	48%
Female	52%

C. Household Income:

Under $10,000	6%
$10,000-14,999	9%
$15,000-19,999	12%
$20,000-24,999	15%
$25,000-34,999	25%
$35,000-49,999	16%
$50,000+	7%
Median Income	$29,000

(continued on page 659)

The Folio: 400 Advertising Networks

By John A. Chunko

Marketing Director, The FOLIO 400

The FOLIO 400 reports performance and growth data on the top 400 publications in the United States. This section reports on the various advertising networks that include any two or more FOLIO 400 publications.

Nearly every FOLIO 400 publication sells advertising individually, but since the 1950s, networks of multiple publications have been offered to media buyers and advertisers. The Ziff-Davis Publishing Company and Conde Nast Publications were the first two major publishers to offer network buys. Prior to that, "Combination Discount Plans" were available occasionally in much less structured, less promoted instances. Since the early 1960s, however, literally hundreds of networks have been created.

The networks detailed in this section of The FOLIO 400 represent the majority of network options available for the largest U.S. publications.

Networks generally fall into one of three broad categories: "Demographic," "Lifestyle" and "Discount." All networks exhibit some characteristics of each category, however.

The "demographic" type chiefly offers a type of reader, from several publications, with a single specific or narrow range of demographic, geographic (regional) or occupational characteristic. The "demographic" type network is characterized by the participation of a broader spectrum of publications—in some cases over fifty. A demographically targeted insertion can be bought in many publications at the same time, while still earning a network discount. Advertisers select targeted circulation options from among many publications and literally piece together a custom-designed "demographic" magazine buy. The major marketing benefit is targeted, tight demographics in a large circulation buy.

The "lifestyle" type chiefly offers a reader group with somewhat *varying* demographic, geographic or occupational characteristics. This more diverse group, however, is characterized by a more intense commitment or interest in the editorial focus of their respective publications *and* the "lifestyle" or "special interests" it touts. The "*vitality*" of the individual is stressed. His or her personal activity level is a function of "lifestyle." This supposedly provides the advertiser a type of reader who lives more intensely (and buys more intensely). The major marketing benefit is an extremely strong and influential relationship between readers and their publications (and therefore the ads). In most cases, non-generic advertisers (advertisers whose products are not specifically related to the editorial focus of the publications) are invited to take advantage of this "highly specialized" large-circulation buy.

The "discount" type chiefly offers a combination, network-buy or master-buy contract in publications that are generally unrelated in editorial focus, readership demographics, or any across-the-board "lifestyle" type predisposition. The major marketing benefit is a heavy emphasis on flexibility, discounts and rate structure *and* the resultant "buy-efficiency."

Generally, the "discount" type network relies on the straightforward discount formula. This allows advertisers (such as multi-brand manufacturers) to receive cumulative discounts for all advertising bought from a single company's various publications. In some cases, this might be referred to as a master contract or master buy.

IMPORTANT NOTE: Most all networks are hybrids of at least two of the above types, with heavier emphasis on one or the other.

Please refer to the chart in this article for a breakdown of "how networks market themselves."

Understanding the three basic types of networks is only the first step in comprehending their evolution and continued success. It is important to remember that each network has its own identity and media utility.

Until recently, networks existed primarily in the consumer magazine area. In recent years, however, several large business publishing companies have created networks of their own (*e.g.*, the McGraw-Hill Professional/Managerial network). These business magazine networks are included in this section with consumer magazine networks.

Individual network listing profiles follow this article. Networks are listed in alphabetical order.

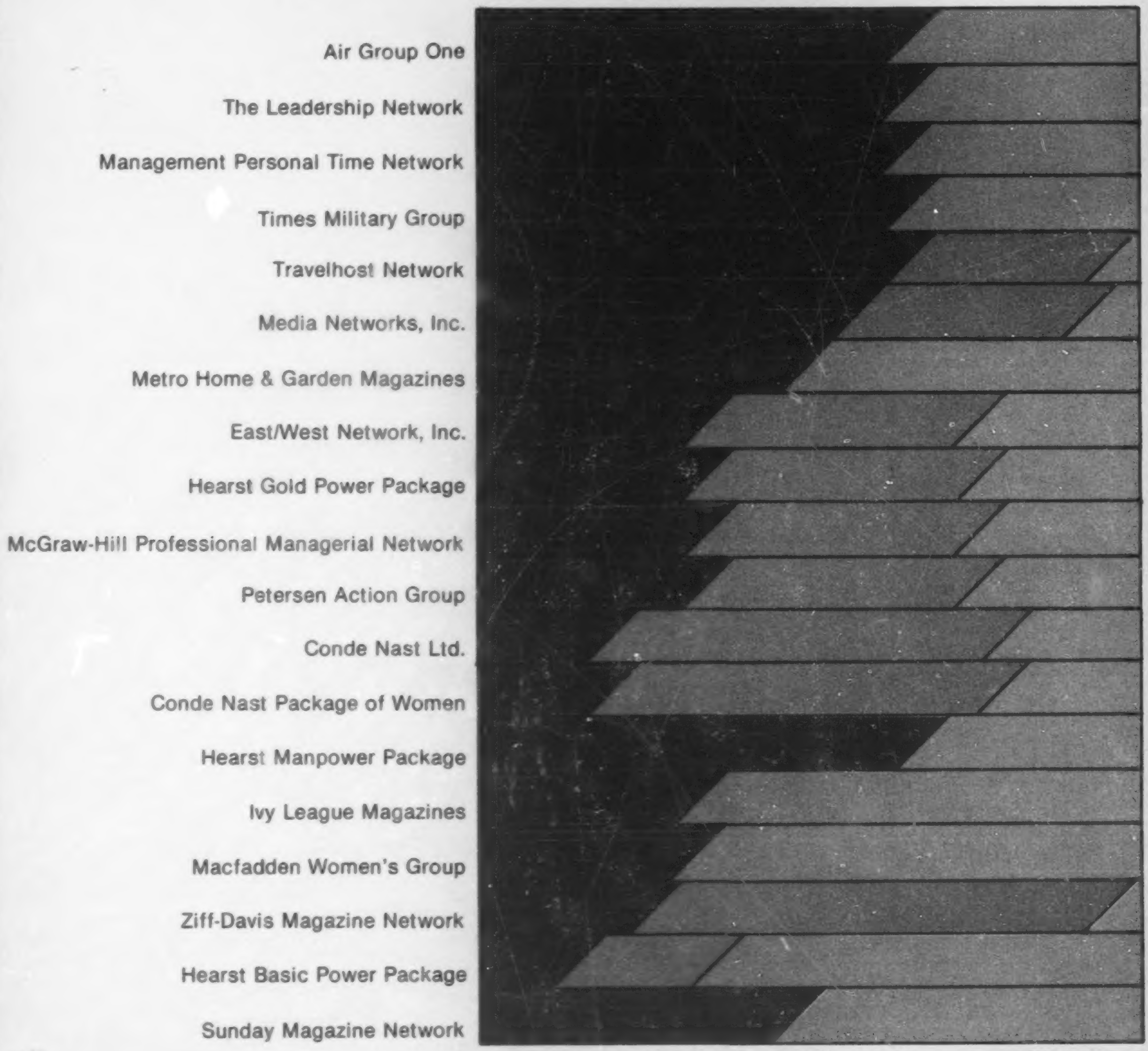
The networks are cross-referenced within the consumer and business market analysis (sections 37 through 69, and 92 through 113). A network note alerting readers to network possibilities appears at the beginning of each media profile section in each market, if at least one magazine in the market is available through a network purchase.

Demographic editions and respective advertising options of individual publications are not reported in this section, even though they may be considered an intra-magazine "network." Many major consumer publications offer a wide variety of such segmented advertising purchases.

FOLIO estimated that network ad placements totaled between $100 million and $150 million in 1982. (It is difficult to estimate this figure precisely because it is nearly impossible to differentiate ads placed through networks from other ads.) We estimate that network buys are increasing at a rate of 20 to 30 percent per year.

The network buy is a viable media option. Advertisers seek greater flexibility and more exact targeting for their messages. In the past, networks have presented a complex set of rules and rates to advertisers and media planners. In many cases, the complexity was so great that it was easier to ignore networks entirely and deal with the more conventional buys. Today, however, the media planning function is far more sophisticated, computerized and demanding. Furthermore, the dominance in today's marketplace of multi-corporate, multi-brand clients makes networks even more attractive. Networks are shedding their cloaks of complexity, revealing not some complicated and confusing sales inducement, but instead, an answer to the more exacting demands and problems of many advertisers. The following section is a listing of networks representing publications in The FOLIO 400.

How the networks market themselves



Networks generally fall into one of three broad categories: "*Demographic, Lifestyle* and *Discount*." Most networks exhibit some characteristics of more than one category, however. The major marketing benefit of a *Demographic* network is targeted, tight demographics in a large circulation buy. The major benefit of the *Lifestyle* type is an exceptionally strong relationship between the publications and their readers. The major marketing benefit of *Discount* networks is a heavy emphasis on discounts and "buy-efficiency."

Air Group One

Founded 1978
Combined circ. guarantee (rate base): 855,000

Magazines available through this network:

Magazine Name	Circulation
Air Cal—Air California	70,000
Frontier—Frontier Airlines	76,000
Northwest Orient—Northwest Orient Airlines	150,000
Sky—Delta Air Lines	294,000
Skylite—Butler Aviation	25,000
TWA Ambassador—Trans World Airlines	240,000

Discount structure:
Frequency Discount

Frequency	Discount (%)
6 times	5
12 times	10

Key advertising contacts: Bob Halverson, Advertising Sales Manager, Webb Inflight Magazine Group, (612) 690-7323; Pam Winter, Vice President—Marketing, Halsey Publishing, (305) 893-1520.

Market studies available:
- 1982 Survey of Adults and Markets of Affluence
- Conducted By: Mendelsohn Media Research

Syndicated research: MRI

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Car Rental	215	23.7%
2. Business/Consumer Serv.	134	14.7%
3. Computers/Data Processors	109	11.9%
4. Office Equipment	106	11.7%
5. Hotels/Resorts	105	11.5%
All Others	240	26.4%
Total 1982 Ad Pages	909	

Performance data:
- Total 1982 Network Pages: 909
- Gross Network Billing in 1982: $5,553,000
- % Growth in Network Pages from 1981 to 1982: -1%

Subscriber or readership demographics: Scope of profile: Average of all network magazines.

- Source: Mediamark Research Inc.
- Type: Readership
- Date: 1982

A. Age Breakdown:

18-24	34.1%
25-34	22.8%
35-44	20.4%
45-54	20.1%
55+	20.0%
Median Age	40.3

B. Male/Female Composition:

Male	62%
Female	38%

C. Household Income:

Under $10,000	9.0%
$10,000-14,999	3.4%
$15,000-19,999	5.8%
$20,000-24,999	11.7%
$25,000-34,999	15.3%
$35,000-49,999	24.0%
$50,000+	30.8%
Median Income	$37,811

D. Occupation:

Mgr./Admin.	20.0%
Prof./Tech.	23.0%
Cler./Sales	17.0%
Other Emp.	11.4%
Not Emp.	21.4%

E. Educational Level:

Not H.S. Grad.	11.6%
H.S. Grad.	22.6%
1-3 Yrs. College	21.3%
College Grad.	37.6%
Post Grad.	19.0%

F. Purchasing and Ownership Indicators:
- 29% rented a car.
- 28% used cordials/liqueurs
- 24% used rum.
- 33% used imported table wines.
- 58% own domestic car.
- 14% influence purchase of EDP equipment and services.
- 17% decision-maker for new imported car.

Total Readership of Network: 3,100,000 (Source: MRI)

Advertising Data:
- 77% of all display space ran in full page units.
- 69% of all display space ran in four-color.
- 100% different display advt. bought 1/6 of a page or more.
- 33% display advertisers ran 1/6 of a page or more at 6X or greater frequency.

Marketing benefit(s) and editorial focus: Entertain and inform with articles on sports, business, the arts, personalities, foreign and domestic travel, and human interest topics. Each publication is edited independently and provides original content to best serve its readers and markets. Passenger service and inflight information are included in each issue.

The Conde Nast LTD.

Founded 1983
Combined circ. guarantee (rate base): 2,200,000

Magazines available through this network:

Magazine Name	Circulation*
Vogue	1,206,561
House & Garden	550,000**
GQ	542,397
Vanity Fair	250,000**

*Based on 6 months circulation 12/31/82 as filed with ABC
**Rate Base

Discount Structure: Conde Nast discounts will be earned on equal number of pages run in any 3 or 4 magazines within a 12-month period.

No. pgs. bought	3 mags	4 mags.
3 or more	6%	8%
6 or more	8%	10%
9 or more	12%	14%
12 or more	14%	16%

Key advertising contacts: Neil Jacobs, Director, (212) 880-832; Grace Knipe, Sales Director, (212) 880-6720; Norma Smith, Media Services Manager, (212) 880-8331; Julie A. McGowan, Sales Representative, (212) 880-6689; Mary D. Macnab, Media Coordinator, (212) 880-8701.

Marketing benefit(s) and editorial focus: The Conde Nast LTD. has unlimited potential in reaching an affluent, dual-audience market with the drive and discretionary income to enhance their styles of living. The thought and taste-leader for sophisticated and successful men and women, the LTD. embraces the best in art and literature, fashion and design, and presents them in an environment of quality.

The Conde Nast Package of Women

Founded 1983
Combined circ. guarantee (rate base): 5,196,687

Magazines available through this network:

Magazine Name	Circulation*
Vogue	1,206,561
Glamour	2,119,242
Mademoiselle	1,283,510
Bride's	346,687**
Self	960,785

*Based on 6 Month Avgs. Circulation 12/31/82 as filed with ABC.
**Rate Base

Discount structure: Conde Nast package discounts will be earned on equal number of pages run in any 4 or 5 magazines within a 12-month period.

No. pgs. bought	4 mags.	5 mags.
6 or more	6%	11%
9 or more	7%	13%
12 or more	8%	16%

In addition, any advertiser running a minimum of 12 pages in each of the 5 magazines can continue to earn discounts on equal space of 18 or more pages in each of any 4 magazines.

Key advertising contacts: Neil Jacobs, Director, (212) 880-8329; Grace Knipe, Sales Director, (212) 880-6720; Norma Smith, Media Services Manager, (212) 880-8331; Julie A. McGowan, Sales Representative, (212) 880-6689; Mary D. Macnab, Media Coordinator, (212) 880-8701.

Market studies available:
- Car Buying Survey
- Conducted By: National Family Opinion
- Sample Size: 2,500

Syndicated research: Simmons and MRI

Subscriber research available: See individual magazines in the Women's markets.

Performance Data:
- Total 1982 Network Pages: 1,805

Subscriber or readership demographics: Scope of profile: Unspecified.

- Source: MRI
- Date: Spring 1983

A. Age Breakdown:

	Number (000) Gross	Net
18-24	9,402	5,180
25-34	7,328	4,500
35-44	2,968	2,142
45-54	2,455	1,486
Median Age		29.1

B. Male/Female Composition:

Male	10%
Female	90%

C. Household Income:

	Gross	Net
Under 20,000	3,323	1,905
$20,000-24,999	16,541	10,340
$25,000-29,999	13,918	8,615
$30,000-34,999	11,087	6,723
$35,000+	8,321	4,967
Median Income		$27,622

D. Occupation:

	Gross	Net
Prof./Mgr.	5,167	2,928
Cler./Sales	7,911	4,566

E. Educational Level:

	Gross	Net
Att./Grad. Coll	11,071	6,491
Post Grad.	4,119	2,559

•Charts A, C, D & E apply to women readers only

Total Readership of Network: 27,694,000 (gross) (Source: MRI, Spring 1983)

Marketing benefit(s) and editorial focus: The Conde Nast Package of Women delivers the most potent female market in America—nearly 25 million (MRI, Spring '83) women of affluence and influence. Trendsetters and fashion seekers in every category from apparel to food, home entertainment to personal investments, these working women buy the Conde Nast magazines to buy *from*. As a result, the benefit is the ready-to-buy receptivity of its readers; the motivation along with the means to acquire the best.

East/West Network, Inc.

Founded 1968
Combined circ. guarantee (rate base): 1,695,000

Magazines available through this network:

Magazine Name	Circulation
United Magazine	360,000
Eastern Review	300,000
Republic Scene	155,000
USAir Magazine	150,000
Continental Magazine	120,000
Western's World	100,000
PSA Magazine	75,000
Ozark Magazine	45,000
Amtrak Express	160,000
Pan Am Clipper	230,000

Discount structure:

Multiple Page Discount

No. Pages Bought	Discount (%)
Full Page Spread	10

Frequency Discount

Frequency	Discount (%)
6X	10
12X	15
18X	20
24	25

Other Discount

Combination Discount*	Discount (%)
•United or Eastern with one or more books	(maximum) 10
•United combined with Eastern	5
•Amtrak and/or Pan Am combined with 100 Market Buy	20
•PSA, Continental, Western, Ozark, Republic, USAir, Amtrak, or Pan Am combined in two, three or more combinations	(maximum) 10

*Earned when the same size ad runs in the same issue month in more than one East/West Inflight magazine.

Key advertising contacts: Bill Cort, New York Sales Manager, 34 East 51st Street, New York, NY 10022, (212) 888-5900; Aniko Klein, Sales Manager, Los Angeles, 5900 Wilshire Boulevard, Suite 800, Los Angeles, CA 90036, (213) 937-5810; Gary Jones, Account Manager, Washington, D.C., 218 North Lee Street, Alexandria, VA 22314, (703) 548-4114; Ms. Vaughn Erlinger, Account Manager, Denver, 5680 South Syracuse Circle, Suite 300, Englewood, CO 80111, (303) 779-1195; Jack Harrigan, Sales Manager, Detroit, 918 Fisher Building, Detroit, MI 48202, (313) 871-7474; Jerry Holtman, Sales Manager, Chicago, 520 North Michigan Avenue, Suite 726, Chicago, IL 60611, (312) 467-0411; Mark Crowe, Local/Regional Sales Manager, St. Louis, 555 North New Ballas Road, Suite 310, St. Louis, MO 63141, (314) 567-0522; Kim Lewis, Account Manager, Houston, 4801 Woodway Drive, Suite 300 East, Houston, TX 77056, (713) 759-0181; Don Fox, Sales Manager, San Francisco, 351 California Street, Suite 1307, San Francisco, CA 94104, (415) 391-5484; Craig Weinbrenner, South Central, Sales Manager, Dallas, Park Central I, 7616 LBJ Freeway, Dallas, TX 75251, (214) 385-8500.

Syndicated research: MRI

Subscriber research available:
•Mendelsohn Media Research
•Date: 1982
•Conducted By: Monroe Mendelsohn

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Travel, Hotels & Resorts	2,750.7	36.6%
2. General/Retail	1,155.9	15.4%
3. Office Equipment & Writing Supplies	1,493.4	19.9%
4. Business & Consumer Services	940.1	12.5%
5. Publishing & Media	323.8	4.3%
All Others	845.7	11.3%
Total 1982 Ad Pages	7,509.6	

Performance data:
•Total 1982 Network Pages: 7,509.6
•Gross Network Billing in 1982: 32MM
•% Growth in Network Pages from 1981 to 1982: + 16.5%

Subscriber or readership demographics: Scope of profile: Average of all network magazines.

•Source : Mendelsohn Media Research
•Type: Subscriber
•Date: 1982
•Data collection method: Mail

A. Age Breakdown:

18-24	1.6%
25-34	15.1%
35-44	35.3%
45-64	43.4%
65+	4.6%
Median Age	44.1

B. Male/Female Composition:

Male	70.7%
Female	29.3%

C. Household Income:

$40,000-49,999	29.8%
$50,000+	70.2%
Median Income	$67,300

D. Occupation:

Mgr./Admin.	53.7%
Prof./Tech.	18.2%
Cler./Sales	9.9%
Other Emp.	1.7%
Not Emp.	16.5%

E. Educational Level:

Not H.S. Grad.	1.8%
H.S. Grad.	16.5%
1-3 Yrs. College	19.5%
College Grad.	44.4%
Post Grad.	17.9%

F. Purchasing and Ownership Indicators:
•51.0% own home valued at $150,000+.
•55.3% own a currently valid passport.
•41.1% entertain outside the home 3+ times a month.
•30.3% drank 2+ glasses vodka in the past 7 days.
•35.6% drank 4+ glasses domestic wine in the past 7 days.
•31.8% own securities valued at $100,000+.
•42.7% have travelled to Europe in the past 5 years.
•66.6% took 3+ business airlines trips in the past year.
•85.7% rented a car in the past year.

Total Readership of Network: 8,306,000 (Source: 1982 Mendelsohn Media Research)

Marketing benefit(s) and editorial focus: East/West Network is composed of magazines independently edited for the passengers of nine airlines and Amtrak. The magazines are aimed at the business executive and carry articles on business, travel, sports, the arts, personalities, human behavior, and leisure-time activities. East/West Network offers an advertiser the flexibility and economy to concentrate advertising efforts in one or several magazines at specially priced combination discounts.

Hearst Basic Power Package

Founded 1976
Combined circ. guarantee (rate base): 16,375,000 (Basic 10 magazines, effective 9/83)

Magazines available through this network:

Magazine Name	**Circulation**
Cosmopolitan	2,350,000
Country Living	800,000
Good Housekeeping	5,000,000
Harper's Bazaar	650,000
House Beautiful	800,000
Popular Mechanics	1,600,000
Redbook	3,800,000
Science Digest	525,000
Sports Afield	500,000
Town & Country	350,000
Supplemental Magazines	
American Druggist	N/A
Colonial Homes	550,000
Motor	125,000
Motor Boating & Sailing	135,000
House Beautiful Special Publications	Contact Publisher

Discount structure:
Frequency Discount

Frequency (pages per magazine)	**Discount (%) by number of magazines**		
	3	4	5+
12	5	7	9
15	6	8	10
18	7	9	11
21	8	10	12
24	9	11	13

Minimum qualification level requires 12 pages each in any 3 of the 10 basic Hearst Power Package magazines, and graduates up to 24 pages each in any 5 or more magazines during a 12 consecutive issue contract year.

Power Package discounts range from 5% to 13%, and are in addition to any volume discounts earned in the individual magazines.

Power Package advertisers qualifying in the basic magazines can earn additional savings in "Supplemental" magazines.

Discounts are based on full run display advertising, and do not require uniform coloration or space units between magazines. Space run by all corporate divisions and subsidiaries may be included.

Key advertising contacts: Judd G. Vear, Vice President & Director of Corporate Advertising Sales, (212) 262-3350; Wilmot H. Losee, Jr., Associate Sales Manager, (212) 262-6857; William T. Hunt, Advertising Director for Cosmopolitan, (212) 262-7417; Michael J. Romano, Advertising Director for Country Living, (212) 262-5657; Gordon J. Semerad, Advertising Director for Good Housekeeping, (212) 262-7422; Neil R. Butwin, Advertising Director for Harper's Bazaar, (212) 903-5370; David J. Moore, Advertising Director for House Beautiful, (212) 903-5104; Daniel J. Coleman, Publisher of Popular Mechanics, (212) 262-4282; Richard J. Sarno, Advertising Director for Redbook, (212) 850-9301; Woody Katsoff, Advertising Director for Science Digest, (212) 262-7540; Glenn R. Gray, Advertising Director for Sports Afield, (212) 262-8852; Carl Portale, Advertising Director for Town & Country, (212) 903-5321; John Macinness, Advertising Director for American Druggist, (212) 262-7022; T.R. Shepard III, Advertising Director for Colonial Homes, (212) 903-5430; Frank P. Camastro, Publisher of Motor, (212) 262-8631; David Fales, Advertising Director for Motor Boating & Sailing, (212) 262-8244; David J. Moore, Publisher of House Beautiful Special Publications, (212) 903-5104.

Syndicated Research: Simmons and MRI.

Marketing benefit(s) and editorial focus: The Basic Power package offers the optimum combination of magazine marketplaces for virtually any product or service. An advertiser can select from a broad mix of editorial products among the leaders in their fields. Each magazine delivers the audience and environment that will help increase advertising impact against prime marketing targets. The package also offers maximum advertising efficiency—the ability to stretch budgets and gain added reach and frequency.

Hearst Gold Power Package

Founded 1983
Combined circ. guarantee (rate base): 2,585,000 (Effective September 1983)

Magazines available through this network:

Magazine Name	**Circulation**
Colonial Homes	550,000
Connoisseur	100,000
Harper's Bazaar	650,000
House Beautiful	800,000
Motor Boating & Sailing	135,000*
Town & Country	350,000

*(12/82 ABC)

Discount structure:
Frequency Discount

Frequency (pages per magazine)	**Discount (%) by number of magazines**			
	3	4	5	6
1	N/A	N/A	6	8
2	N/A	6	8	10
3	5	7	9	11
4	7	9	11	13
5	8	10	12	
6	9	11	13	15

Minimum qualification level requires 3 pages each in any 3; or 2 pages each in any 4; or 1 page each in any 5 of the 6 Gold Power Package magazines during a 12 consecutive issue contract year.

Gold Power Package discounts range from 5% up to 15%, and are in addition to any volume discounts earned in the individual magazines. Maximum qualification level is 6 pages in any 1 magazine.

Discounts are based on full run display advertising, and do not require uniform coloration or space units between magazines. Space run by all corporate divisions and subsidiaries may be included.

Key advertising contacts: Judd G. Vear, Vice President & Director of Corporate Advertising Sales, (212) 262-3350; Wilmot H. Losee, Jr., Associate Sales Manager, (212) 262-6857; T.R. Shepard III, Advertising Director for Colonial Homes, (212) 903-5430; Bill Fine, Publisher of Connoisseur, (212) 262-3740; Neil R. Butwin, Advertising Director for Harper's Bazaar, (212) 903-5370; David J. Moore, Advertising Director for House Beautiful, (212) 903-5104; David Fales, Advertising Director for Motor Boating & Sailing, (212) 262-8244; Carl Portale, Advertising Director for Town & Country, (212) 903-5321.

Syndicated Research: Simmons and MRI.

Networks Included in Syndicated Research: 1982 SMRB measures Colonial Homes (simulation), Harper's Bazaar, House Beautiful, and Town & Country. Spring 1983 MRI measures Colonial Homes, Harper's Bazaar, House Beautiful, Motor Boating & Sailing, and Town & Country.

Total Readership of Network: 7,004,000 (Source: 1982 Monroe Mendelsohn)

Marketing benefit(s) and editorial focus: The Gold Package enables an advertiser to reach a prime, upscale audience effectively and economically. For example, six ads in each of the Gold magazines reach almost half of all households with incomes of $100,000 and over.

Hearst ManPower Package

Founded 1981
Combined circ. guarantee (rate base): 2,625,000 (Basic 3 magazines, effective July 1983)

Magazines available through this network:

Magazine Name	**Circulation**
Basic Magazines	
Popular Mechanics	1,600,000
Science Digest	525,000
Sports Afield	500,000
Supplemental Magazine	
Motor Boating & Sailing	135,000*

*12/82 ABC

Discount structure:

Minimum qualification level requires 12 combined pages in the 3 ManPower magazines using at least 3 pages in each and graduates up to 24 combined pages with no less than 7 in each magazine during a 12 consecutive issue contract year.

ManPower discounts range from a minimum of $1,200 per qualified page, up to a maximum of $2,000 per qualified page.

ManPower advertisers qualifying in the 3 basic magazines can earn added supplemental discounts in Motor Boating & Sailing.

Discounts are based on full run display advertising, and do not require uniform coloration or space units between magazines. Space run by all corporate divisions and subsidiaries may be included.

Key advertising contacts: Judd G. Vear, Vice President & Director of Corporate Advertising Sales, (212) 262-3350; Wilmot H. Losee, Jr., Associate Sales Manager, (212) 262-6857; Daniel J. Coleman, Publisher of Popular Mechanics, (212) 262-4282; Woody Katsoff, Advertising Director for Science Digest, (212) 262-7540; Glenn R. Gray, Advertising Director for Sports Afield, (212) 262-8852; David Fales, Advertising Director for Motor Boating & Sailing, (212) 262-8244.

Syndicated research: Simmons and MRI.

Subscriber or readership demographics: Scope of profile: Average of all network magazines

•Source conducted by: Simmons Market Research Bureau
•Type: Readership
•Date: October 1981-August 1982
•Sample Size: 19,035
•Cooperation/Return rate: 73.6% (Adults)
•Data collection method: Personal interview & self-administered questionnaire

A. Age Breakdown:

18-24	20.5%
25-34	27.7%
35-44	17.4%
45-54	15.0%
55+	19.4%
Median Age	35.9

B. Male/Female Composition:

Male	81.2%
Female	18.8%

C. Household Income:

Under $10,000	7.5%
$10,000-14,999	12.5%
$15,000-19,999	13.3%
$20,000-24,999	16.1%
$25,000-34,999	26.5%
$35,000-49,999	17.4%
$50,000+	6.7%
Median Income	$25,252

D. Occupation:

Mgr./Admin.	12.6%
Prof./Tech.	17.7%
Cler./Sales	9.3%
Other Emp.	41.9%
Not Emp.	18.5%

E. Educational Level:

Not H.S. Grad.	6.4%
H.S. Grad.	51.5%
1-3 Yrs. College	23.6%
College Grad.	18.5%

Total Readership of Network: 8,078,000 men 18+ (Source: 1982 SMRB)

Marketing benefit(s) and editorial focus: Popular Mechanics delivers the 'New Achievers' who take pride in possessions and high performance, and who are highly responsive to product quality and performance. Science Digest delivers the young, educated, affluent, market interested in the application of science and technology to daily life. Sports Afield is the quality leader in the outdoor field. Its award-winning editorial and graphics deliver dedicated and upscale outdoor enthusiasts.

Ivy League Magazines

Founded 1940
Combined circ. guarantee (rate base): 419,000

Magazines available through this network:

Magazine Name	Circulation
Brown Alumni Monthly	55,000
Columbia Magazine	57,000
Cornell Alumni News	27,000
Dartmouth Alumni Magazine	40,000
Harvard Business School Bulletin	50,000
The Pennsylvania Gazette	71,000
Princeton Alumni Weekly	48,000
Yale Alumni Magazine & Journal	71,000

Discount structure:
Multiple Page Discount

No. Pages Bought	Discount (%)
3	5%
5	10%

Frequency Discount

Frequency	Discount (%)
3X	5%
5X	10%

Other Discount

Direct Marketing	Discount (%)
Resort, Travel, etc.	15%

Key advertising contacts: The Mortimer Berkowitz Co., National Sales Representative, (212) 753-9740; Steve Ganak, New England Sales Representative, (617) 542-6913; Charles S. Williams, Chairman, Ivy League Alumni Magazines, (607) 256-4121.

Subscriber research available:
- New 1983 subscriber study in the field
- Date: September 1983
- Tabulated by: The Cornell University School of Business Administration
- Sample Size: 4,200
- Question Categories: readership, personal characteristics, home ownership and possessions, travel, leisure time activities, liquor, automotive, life insurance, demographics and lifestyle

Subscriber or readership demographics: Scope of profile: Specific combination of Brown, Columbia, Cornell, Dartmouth, Harvard Business School, Pennsylvania, Princeton and Yale.

- Tabulated by: Harvard Business School
- Type: Subscriber
- Date: May 1981
- Sample Size: 1,475
- Data collection method: Mail

A. Age Breakdown:

18-24	4.1%
25-34	18.6%
35-44	19.4%
45-54	20.2%
55+	37.7%
Median Age	49

B. Male/Female Composition:

Male	84.5%
Female	15.5%

C. Household Income:

$10,000-14,999	9.5%
$20,000-24,999	14.0%
$25,000-34,999	11.2%
$35,000-49,000	16.5%
$50,000+	48.8%
Median Income	$58,000

D. Occupation:

Mgr./Admin.	37.5%
Prof./Tech.	41.2%
Other	21.3%

E. Educational Level:

1-3 Yrs. College	2.8%
College Grad.	97.2%
Post Grad.	78.1%

F. Purchasing and Ownership Indicators:
- 90.5% own or lease a car.
- 64.9% own or lease 2 or more cars.

Total Readership of Network: 1,050,000 (Source: Publishers' Estimate)

Marketing benefit(s) and editorial focus: The Ivy League Magazines reflect and report the vitality of the people and the institutions that set the intellectual and technological tone for the nation . . . perhaps the world. They reach a significant segment of the wealthiest, most influential men and women in the marketplace . . . the Ivy League affluentials. Whether you have a product or service to sell or a corporate message to tell, your Ivy advertising will tap the loyalty and affection which binds virtually all graduates to the university they attended. This is the same factor responsible for the remarkable fund-raising attainments of these prestigious institutions in recent years.

The Leadership Network

Founded 1977
Combined circ. guarantee (rate base): 560,000

Magazines available through this network:

Magazine Name	Circulation
Columbia Journalism Review	33,000
Commentary	50,000
Foreign Affairs	88,000
National Review	100,000
Technology Review	75,000
The New Republic	95,000
The New York Review of Books	120,000

Discount structure:
Frequency Discount

Frequency	Discount (%)
6X	7%
12X	11%

Other Discount

Multiple Book Buys	Discount (%)
4-6 book buy	10%*
7 book buy	20%*

*In addition to any other discount applicable

Key advertising contacts: The Benson Company, Mid-west, (312) 692-4695; Tanner Co., San Francisco, (415) 383-8289; Cooley West, Southern California, (213) 462-2363.

Syndicated research: Simmons and MRI

Subscriber research available:
- Primary Audience Study of Leadership Network
- Date: September 1982
- Conducted By: Don Bowdren Associates
- Sample Size: 500 subscribers
- Question Categories: demographics, readership, TV viewing, home ownership, dining and entertainment, alcoholic beverages, automotive, leisure activities, civic activities, travel, charge privileges, A/V equipment, investments, business responsibilities.

Four Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Corporate		75%
2. Automotive		10%
3. Liquor		5%
4. Tobacco		5%
All Others		5%
Total 1982 Ad Pages	800	

Performance data:
- Total 1962 Network Pages: 800
- Gross Network Billing in 1982: $2 million
- % Growth in Network Pages from 1981 to 1982: +10%

Subscriber or readership demographics: Scope of profile: Average of all network magazines.

- Source: Don Bowdren Associates
- Type: Subscriber (Primary Audience)
- Date: June 1982
- Sample Size: 500
- Cooperation/Return rate: 75%
- Data collection method: Mail

A. Age Breakdown:

18-24	8%
25-34	26%
35-44	19%
45-54	17%
55+	30%
Median Age	43

B. Male/Female Composition:

Male	64%
Female	36%

C. Household Income:

Under $10,000	3%
$10,000-14,999	3%
$15,000-19,999	4%
$20,000-24,999	8%
$25,000-34,999	14%
$35,000-49,000	21%
$50,000+	46%
Median Income	$47,000

D. Occupation:

Mgr./Admin.	25%
Prof./Tech.	49%
Cler./Sales	6%
Other Emp.	8%
Not Emp.	12%

E. Educational Level:

Not H.S. Grad.	1%
H.S. Grad.	5%
1-3 Yrs. College	13%
College Grad.	36%
Post Grad.	46%

F. Purchasing and Ownership Indicators:
- •74% own home/primary residence with average value of $165,450.
- •Average number of meals eaten out per month —13.
- •60% own 2 or more autos.
- •26% buy wine by the case.
- •55% gave liquor as gift in the past year.
- •Average number times entertained at home in the past month—3.
- •64% households hold valid passport.
- •Average net worth of household—$257,775.
- •Average value of investment portfolio—$143,380.

Advertising Data:
- •95% of all display space ran in full page units.
- •60% of all display space ran in four-color.
- •100% different display advt. bought 1/6 of a page or more.
- •50% display advertisers ran 1/6 of a page or more at 6X or greater frequency.

Marketing benefit(s) and editorial focus: America's premier magazines of public affairs, the arts, sciences, communications and business combined as a network to offer the advertiser an exceptional market of over 560,000 subscribers. Each magazine brings to the network distinctive editorial comment and each reaches an unduplicated segment of influential people.

Macfadden Women's Group

Founded 1919
Combined circ. guarantee (rate base): 2,475,000

Magazines available through this network:

Magazine Name	Circulation
True Story	1,475,000
True Romance*	
True Experience*	
True Confessions*	
True Love*	
Secrets*	
Modern Romances*	

*Macfadden Women's Group VI 1,000,000

Discount structure:
Multiple Page Discount

No. Pages Bought*	Discount (%)**
3	3
6	5
12	10
18	15
24	20
30	25

*Pages or Equivalent Space
**Beyond 30 Pages—1% for 3 Pages
Maximum Discount—35%

Other discounts: request Mail Order Rate Card #30

Key advertising contacts: Richard Minnis, Mid West Advertising Manager, 500 North Michigan Avenue, Suite 1630, Chicago, Illinois 60611, (312) 670-4470; Sid Bender, Arline Finnerty, Irene Kominsky and Tom Vought, East Coast Account Managers, 215 Lexington Avenue, New York, New York 10016, (212) 340-7500; Robin Williams, Mail Order Manager, 215 Lexington Avenue, New York, New York 10016, (212) 340-7587.

Syndicated research: Simmons

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Cosmetics	137.47	19%
2. Cigarettes	104.82	15%
3. Food	100.67	14%
4. Drugs	99.32	14%
5. Bus. Corres. Serv.	50.16	7%
All Others	224.27	31%
Total 1982 Ad Pages	716.71	100%

Performance data:
- •Total 1982 Network Pages: 716.71
- •Gross Network Billing in 1982: $9,684,544
- •% Growth in Network Pages from 1981 to 1982: +4%

Subscriber or readership demographics: Scope of profile: True Story Women Readers.

•Source: Simmons Market Research Bureau
•Date: 1982 SMRB Study

A. Age Breakdown:

18-24	26.2%
25-34	22.4%
35-44	17.0%
45-54	14.0%
55+	20.4%
Median Age	35.5

B. Male/Female Composition:

Male	11.6%
Female	88.4%

C. Household Income:

Under $10,000	34.7%
$10,000-14,999	20.9%
$15,000-19,999	12.2%
$20,000-24,999	6.7%
$25,000-29,999	12.3%
$30,000-39,999	8.9%
$40,000+	4.3%
Median Income	$13,283

D. Occupation:

Mgr./Admin.	2.4%
Cler./Sales	14.9%
Other Emp.	27.5%
Not Emp.	55.2%

E. Educational Level:

Not H.S. Grad.	45.4%
H.S. Grad.	46.7%
1-3 Yrs. College	6.9%
College Grad.	1.0%
Post Grad.	N/A

F. Purchasing and Ownership Indicators:
- •90.9% did major food shopping in last 4 weeks.
- •42.6% grocery expenditures were $60+ per week.
- •59.6% bought games and toys.
- •74.2% use lipstick.
- •67.9% use indigestion aid.
- •90.9% use headache remedies.
- •71.6% use cold and allergy remedie.
- •87.2% use dishwashing liquid.
- •62.6% use plastic sandwich or food bags.
- •81.4% use plstic garbage bags.

Marketing benefit(s) and editorial focus: True Story magazine is edited as a full service magazine for the young working class woman, and its stories reflect her world. In addition to story editorial, regular service features include recipes and food preparation, beauty and grooming, home management, child care, personal advice columns and health articles.

Management Personal Time Network

Founded 1970
Combined circ. guarantee (rate base): 1,064,806

Magazines available through this network:

Magazine Name	Circulation
Contracting Business	53,399
Handling & Shipping Management	75,400
Industry Week	300,749
Machine Design	165,812
Material Handling Engineering	105,361
Modern Office Procedure	136,545
Precision Metal	35,198
Progressive Architecture	68,042
Restaurant Hospitality	81,200
Welding Design & Fabrication	43,100

Discount structure:
Frequency Discount

Frequency	Discount (%)
3 times	4
6 times	6
9 times	9
12 times	12

Key advertising contacts: Lee Haas, Advertising Sales Manager, New York, (212) 867-9191; Gail Tice, Gere Coffey, All Winnicky, Ferd Starbuck, Sales Representatives for Industry Week, New York, (212) 867-9191; Harmon Proctor, Atlanta, (404) 237-5528; Carl Marino, Chicago, (312) 861-0880; Larry Brennan, Los Angeles, (213) 990-9000; Dave Woodward, Cleveland, (216) 696-7000.

Syndicated research: MRI

Subscriber research available:
- •1979 Subscriber Research
- •Conducted By: Erdos & Morgan
- •Sample Size: 2,000
- •Question categories: issues read and time spent in reading, reader activities, income, sex, travel, auto ownership, car rentals, investments and total net worth, etc.

Subscriber or readership demographics: Scope of profile: Unspecified

A. Age Breakdown:

18-24	.9%
25-34	15.3%
35-44	24.8%
45-54	31.8%
55+	27.2%
Median Age	48

B. Male/Female Composition:

Male	93.7%
Female	6.3%

C. Household Income:

Under $10,000	.4%
$10,000-14,999	1.4%
$15,000-19,999	6.2%
$20,000-24,999	12.6%
$25,000-34,999	30.6%
$35,000-49,999	27.4%
$50,000+	21.5%
Median Income	$34,651

D. Occupation:

Mgr./Admin.	33.95%
Mktg./Sales	10.26%
Not Emp.	8.5%

E. Educational Level:

Not H.S. Grad.	2.5%
H.S. Grad.	12.5%
1-3 Yrs. College	[illegible]
College Grad.	27.7%
Post Grad.	28.8%

F. Purchasing and Ownership Indicators:
- 91.9% own home.
- 77.6% own stocks/bonds.
- 99.2% own one or more cars.
- 87.7 own two or more cars.
- 75.0% took airline trip in the past year.
- 8.2 average number of airline trips in the past year.

Total Readership of Network: 9,791,000 (Source: MRI Spring 1983)

Advertising Data:
- 17.1% of all display space ran in full page units.
- 15.7% of all display space ran in four-color.
- 100% different display advt. bought 1/6 of a page or more.

Marketing benefit(s) and editorial focus: The Management Personal Time Network is a special consumer editorial supplement which is included in each Network publication. The articles cover finance, travel, consumer products, and personal interests.

McGraw-Hill Professional Managerial Network

Founded January 1981
Combined circ. guarantee (rate base): 1.4 million (as of October 1983)

Magazines available through this network:

Magazine Name	Circulation
American Machinist	73,223
Architectural Record	81,049
Aviation Week & Space Technology	140,548
Byte	315,525
Chemical Engineering	74,276
Chemical Week	54,696
Coal Age	24,866
Data Communications	34,966
Electrical Construction & Maintenance	78,075
Electrical Wholesaling	18,854
Electrical World	34,242
Electronics	109,474
Engineering & Mining Journal	27,832
Engineering News-Record (ENR)	111,588
Fleet Owner/Small Fleet	113,506
Modern Plastics	52,050
Power	58,527
Textile World	29,547
"33" Metal Producing	26,375

Discount structure:
Frequency Discount

Frequency	Discount (%)
6X	5.0%
12X	10.0%
18X	12.5%
24X	15.0%

Key advertising contacts: David B. Metz, Director, (212) 997-3950; Sharon Allen, New York City (New England, Atlantic, Stamford, Eastern, Allegheny), (212) 997-2086; Sue Swarzman, New York City (New England, Atlantic, Stamford, Eastern, Allegheny), (212) 997-3801; Thomas H. Ruben, Chicago (Midwest, Southwest), (312) 751-3775; Bruce Te Paske, Detroit (Great Lakes, Ohio), (313) 540-2060; James M. Cerbone, Southeast, (904) 427-0356; Jacques Montague, West (South Pacific, North Pacific, Rocky Mountain, Southwest), (213) 480-5221.

Syndicated research: Simmons

Subscriber research available:
- P/M Magazine Network Subscriber Profile
- Date: December 1979
- Conducted By: McGraw-Hill Research
- Sample Size: 1,379
- Question categories: demographics, business characteristics—kind of business, job title, job responsibilities, home and auto ownership, investments, travel, lifestyle characteristics

- P/M Network Profile Study
- Date: February 1981
- Conducted By: McGraw-Hill Research
- Sample Size: 1,970
- Question categories: business influence, travel, readership, demographics

- P/M Base Network Profile II
- Date: June 1981
- Conducted By: McGraw-Hill Research
- Sample Size: 2,002
- Question Categories: automotive—personal/business, tires, car rental, microcomputer use—home and business, readership, classification data

- Starch Readership Studies
- Date: March, April, May 1982; April, May, October 1981

- The Copier Market
- Date: January 1983
- Conducted By: Belknap Data Solutions, Ltd.
- Sample Size: 1,525
- Question Categories: a study of P/M Network subscriber influence

- Telecommunications: Beyond the Basics
- Date: April 1983
- Conducted By: Belknap Data Solutions, Ltd.
- Sample Size: 1,531
- Question Categories: a study of P/M Network top management subscribers' involvement

- Microcomputer Study
- Date: September 1983
- Conducted By: Belknap Data Solutions, Ltd.
- Sample Size: 2,000
- Question Categories: a study on micro/desk top computer use—both business and personal . . . word processor use and basic demographics

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Office Equipment (General)	608	44%
2. Travel	209	15%
3. Industrial	152	11%
4. Automotive	133	10%
5. Corporate	95	7%
All Others	174	13%
Total 1982 Ad Pages	1,371	100%

Performance data:
- Total 1982 Network Pages: 1,371
- Gross Network Billing in 1982: 2,035,900
- % Growth in Network Pages from 1981 to 1982: 47.3%

Subscriber or readership demographics: Scope of profile: Unspecified.

A. Age Breakdown:

18-24	5.0%
25-34	27.3%
35-44	27.3%
45-54	20.4%
55 +	20.0%
Median Age	41.5

B. Male/Female Composition:

Male	96.9%
Female	3.1%

C. Household Income:

Under $15,000	3.1%
$15,000-19,999	3.8%
$20,000-24,999	7.9%
$25,000-34,999	21.9%
$35,000-49,000	31.8%
$50,000 +	31.5%
Median Income	$40,700

D. Occupation:

Mgr./Admin.	79.5%
Prof./Tech.	16.2%
Cler./Sales	1.5%
Other Emp.	1.9%
Not Emp.	1.2%

E. Educational Level:

Not H.S. Grad.	2.2%
H.S. Grad.	9.1%
1-3 Yrs. College	22.0%
College Grad.	27.5%
Post Grad.	39.2%

F. Purchasing and Ownership Indicators:
- Purchase/Lease Influence: computers, 44.6%; office equipment, 42.9%; plant sites, 16.5%; meetings/convention sites, 15.8%.
- 28.7% use company supplied car.
- 83.5% own 2 or more cars.
- 40.5% own 1 or more import cars.
- average number trips by subscribers taking any: for business 10.7%; for leasure 6.8%; int'l 2.4%.

Total Readership of Network: 5,300,000 (Source: IMS)

Marketing benefit(s) and editorial focus: The McGraw-Hill Professional Managerial Network offers advertisers many marketing benefits. These benefits are valued because Network magazine editorial focus is compelling—each magazine leads the field it serves. These benefits are: Audience reach: The largest business magazine marketplace in America. Audience Target: Almost entirely managerial or professional persons. Audience Readership: Involvement which springs from the leadership position of each magazine in the industry served. Audience Response: A proven track record of qualitative reader response to advertising. Audience Cost Efficiency: Low CPM against all demographic targets.

Media Networks, Inc.

Founded 1968
Contact: Roger Treese (212) 661-4800

Networks included in this company:
- **•Business Network** (which includes: Newsweek, Sports Illustrated, Time, U.S. News & World Report, Business Week, Dun's Business Month, Money, Nation's Business)
- **•City News Urban Network** (which includes: Newsweek, Sports Illustrated, Time)
- **•Executive Network** (which includes: Business Week, Dun's Business Month, Inc., Nation's Business, U.S. News & World Report)
- **•News Network** (which includes: Newsweek, Sports Illustrated, Time, U.S. News & World Report)
- **•Suburban Network** (which includes: Newsweek, Sports Illustrated, Time, U.S. News & World Report)
- **•Women's/Home Network** (which includes: Better Homes & Gardens, House Beautiful, Ladies' Home Journal, McCall's, Metropolitan Home)
- **•Men's Military Network** (which includes: Sports Illustrated, Time, U.S. News & World Report, Car & Driver, Sport, Modern Photography, Stereo Review, Popular Electronics, Skiing, Cycle)
- **•Women's Military** (which includes: Europe & Pacific Network—Family Circle, Ladies' Home Journal, McCall's, Woman's Day)
- **•Reader's Digest Military Overseas Network**
- **•Penthouse Military Europe & Pacific Network**

Media Networks (MNI) sells and prints local advertising pages that are bound into groups of compatible national magazines in almost 150 metropolitan areas around the country. These pages, which take the form of four-page inserts, appear as an integral part of the magazine, indistinguishable from national advertising, but run only in local advertiser's trading area, which Media Networks defines through use of the Zip Code System.

Discount Structure: Any advertiser purchasing 3 or more insertions during a contract year in any combination of Media Networks may apply the following discounts to the 1X frequency rate in each market:

Multiple Page Discount

No. of Pages	1	3	6	12	18	24	36	48	60	72	84	96	108
% Discount	0	17	21	25	27	28	29	30	31	32	33	34	35

No. of Pages	120	132	144	156	168
% Discount	36	37	38	39	40

Syndicated research: Magazines within Media Networks are measured individually by Simmons and MRI.
Research studies available: Simmons, LNA & P.I.B., SMM, Starch, Market Statistics
Computer Capabilities: On-Line computer accessing IMS, Market Composition, Media Planning/Media Mixing, Quintile Analysis, Product Usage, 1980 Census Data, Marketing Opportunities Reports, AIDS. Median Average Reports

Library Capabilities: Trade Publications, Marketing Newsletters

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Banks	2077	18.00%
2. Hotels & Resorts	821	7.00%
3. Life Ins. (Group & Med.)	462	4.00%
4. Misc. Real Estate	461	4.00%
5. Savings & Loan	299	3.00%
All Others	7,439	64.00%

Performance data:
•Total 1982 Network Pages: 11,559
Note: Of the magazines included in Media Networks magazine networks the numbers below represent national averages of readership composition. Variations will occur market by market.

Business Network (MNI)

A. Age Breakdown:

18-24	20.8%
25-34	26.6%
35-44	17.3%
45-54	14.5%
55+	20.8%
Median Age	36.5

B. Male/Female Composition:

Male	61.5%
Female	38.5%

C. Household Income:

Under $10,000	10.1%
$10,000-14,999	13.2%
$15,000-19,999	9.1%
$20,000-24,999	12.2%
$25,000-34,999	22.4%
$35,000-49,999	19.5%
$50,000+	13.5%
Avg. Income	$35,306

D. Occupation:

Mgr./Admin.	11.8%
Prof./Tech.	19.6%
Cler./Sales	16.3%
Other Emp.	16.3%
Not Emp.	27.5%

E. Educational Level:

Not H.S. Grad.	13.1%
H.S. Grad.	35.6%
1-3 Yrs. College	23.1%
College & Post Grad.	28.2%

F. Purchasing and Ownership Indicators:
•50% own 2 or more cars.
•34% took 3+ domestic trips last year.
•24% own stocks or bonds.
•12% are in money markets or mutual funds.
•7% own retirement/investment property.
•48% own department store credit cards.
•9% own video cassette recorders.
•30% have cable TV.
•45% drink gin, vodka or blended whiskey.
•36% own golf or tennis equipment.

Advertising Data:
•100% of all display space ran in full page units.
•60% of all display space ran in four-color.

Marketing benefit(s) and editorial focus: Media Networks localizes advertising in national magazines enabling the local or regional marketer to impact their magazine advertising message to upscale audiences in selected demographic, geographic clusters within 202 network markets.
Media Networks is a predefined Media mix with overwhelming promotional and merchandising benefits drawn from an identification with groups of prestigious national publications.

Executive Network (MNI)

A. Age Breakdown:

18-24	16.4%
25-34	24.6%
35-44	18.0%
45-54	16.5%
55+	24.5%
Median Age	40.3

B. Male/Female Composition:

Male	64.3%
Female	35.7%

C. Household Income:

Under $10,000	8.9%
$10,000-14,999	9.6%
$15,000-19,999	7.7%
$20,000-24,999	11.9%
$25,000-34,999	22.6%
$35,000-49,999	22.0%
$50,000+	17.5%
Avg. Income	$38,496

D. Occupation:

Mgr./Admin.	15.8%
Prof./Tech.	22.3%
Cler./Sales	17.9%
Other Emp.	12.0%
Not Emp.	24.9%

E. Educational Level:

Not H.S. Grad.	10.4%
H.S. Grad.	32.1%
1-3 Yrs. College	23.4%
College & Post Grad.	34.1%

F. Purchasing and Ownership Indicators:
•56% own 2 or more cars.
•38% took 3+ domestic trips last year.
•30% own stocks or bonds.
•16% are in money markets or mutual funds.
•9% own retirement/investment property.
•54% own department store credit cards.
•9% own video cassette recorders.
•29% have cable TV.
•45% drink gin, vodka or blended whiskey.
•40% own golf or tennis equipment.

Advertising Data:
•100% of all display space ran in full page units.
•60% of all display space ran in four-color.

Marketing benefit(s) and editorial focus: Media Networks localizes advertising in national magazines enabling the local or regional marketer to impact their magazine advertising message to upscale audiences in selected demographic, geographic clusters within 202 network markets.
Media Networks is a predefined Media mix with overwhelming promotional and merchandising benefits drawn from an identification with groups of prestigious national publications.

Figures are FOLIO estimates for the calendar year 1982.

Home Network (MNI)

A. Age Breakdown:

18-24	13.0%
25-34	24.5%
35-44	17.4%
45-54	15.6%
55 +	29.5%
Median Age	42.0

B. Male/Female Composition:

Male	23.3%
Female	76.7%

C. Household Income:

Under $10,000	13.8%
$10,000-14,999	14.8%
$15,000-19,999	10.0%
$20,000-24,999	12.9%
$25,000-34,999	22.0%
$35,000-49,999	17.9%
$50,000 +	8.6%
Avg. Income	$29,275

D. Occupation:

Mgr./Admin.	7.3%
Prof./Tech.	14.4%
Cler./Sales	18.6%
Other Emp.	14.8%
Not Emp.	40.4%

E. Educational Level:

Not H.S. Grad.	19.4%
H.S. Grad.	40.8%
1-3 Yrs. College	20.6%
College & Post Grad.	19.3%

F. Purchasing and Ownership Indicators:
- 47% own 2 or more cars.
- 31% took 3 + domestic trips last year.
- 25% own stocks or bonds.
- 11% are in money markets or mutual funds.
- 7% own retirement/investment property.
- 55% own department store credit cards.
- 8% own video cassette recorders.
- 31% have cable TV.
- 39% drink gin, vodka or blended whiskey.
- 30% own golf or tennis equipment.

Advertising Data:
- 100% of all display space ran in full page units.
- 60% of all display space ran in four-color.

Marketing benefit(s) and editorial focus: Media Networks localizes advertising in national magazines enabling the local or regional marketer to impact their magazine advertising message to upscale audiences in selected demographic, geographic clusters within 202 network markets.

Media Networks is a predefined Media mix with overwhelming promotional and merchandising benefits drawn from an identification with groups of prestigious national publications.

News Network (MNI)

A. Age Breakdown:

18-24	21.0%
25-34	26.6%
35-44	17.2%
45-54	14.3%
55 +	20.9%
Median Age	36.3

B. Male/Female Composition:

Male	61.7%
Female	38.3%

C. Household Income:

Under $10,000	10.2%
$10,000-14,999	13.5%
$15,000-19,999	9.3%
$20,000-24,999	12.2%
$25,000-34,999	22.5%
$35,000-49,999	19.3%
$50,000 +	13.1%
Avg. Income	$34,985

D. Occupation:

Mgr./Admin.	11.3%
Prof./Tech.	19.3%
Cler./Sales	16.3%
Other Emp.	16.6%
Not Emp.	27.9%

E. Educational Level:

Not H.S. Grad.	13.3%
H.S. Grad.	35.8%
1-3 Yrs. College	23.2%
College & Post Grad.	27.6%

F. Purchasing and Ownership Indicators:
- 50% own 2 or more cars.
- 34% took 3 + domestic trips last year.
- 24% own stocks or bonds.
- 12% are in money market or mutual funds.
- 7% own retirement/investment property.
- 48% own department store credit cards.
- 8% own video cassette recorders.
- 30% have cable TV.
- 45% drink gin, vodka or blended whiskey.
- 36% own golf or tennis equipment.

Advertising Data:
- 100% of all display space ran in full page units.
- 60% of all display space ran in four-color.

Marketing benefit(s) and editorial focus: Media Networks localizes advertising in national magazines enabling the local or regional marketer to impact their magazine advertising message to upscale audiences in selected demographic, geographic clusters within 202 network markets.

Media Networks is a predefined Media mix with overwhelming promotional and merchandising benefits drawn from an identification with groups of prestigious national publications.

Metro Home & Garden Magazines

Founded 1978
Combined circ. guarantee (rate base): 154,000

Magazines available through this network:

Magazine Name	Circulation
Houston Home & Garden	92,000
Dallas-Ft. Worth Home & Garden	62,000

Discount structure:

Combination Discount	Discount (%)
Both magazines, same issue date	10%

Frequency discounts available for 4X, 6X, 12X, 18X, 24X, 36X and 48X insertions.

Subscriber research available:
- The Readers of Houston Home & Garden and Dallas-Ft. Worth Home & Garden
- Date: August 1982
- Conducted By: Don Bowdren
- Sample Size: 500
- Question Categories: age, marital status, profession, purchasing power, travel, lifestyle

Five Largest 1982 Advertising Categories:

1. Home Furnishings
2. Real Estate
3. Jewelry/Watch
4. Department Stores
5. Tobacco

Subscriber or readership demographics: Scope of profile: Average of all network magazines.

- Source conducted by: Don Bowdren
- Type: Readership
- Date: August 1982
- Sample Size: 500
- Cooperation/Return rate: 60%
- Data collection method: Mail

A. Age Breakdown:

18-24	6.0%
25-34	29.0%
35-44	24.0%
45-54	17.0%
55 +	24.0%
Median Age	41

B. Male/Female Composition:

Male	36.0%
Female	64.0%

C. Household Income:

Under $50,000	34.0%
$50,000 +	66.0%
Median Income	$66,975

D. Occupation:

Mgr./Admin.	54.0%
Prof./Tech.	20.0%
Cler./Sales	17.0%
Other Emp.	0.0%
Not Emp.	9.0%

E. Educational Level:

College Grad.	82.0%
Post Grad.	14.0%

Figures are FOLIO estimates for the calendar year 1982.

F. Purchasing and Ownership Indicators:
- 81% own 2 or more cars.
- 38% entertained 3 or more times at home in average month.
- 20% own 2 homes.
- 27% traveled by U.S. Air 3-5 times in past 12 months.
- 33% have American Express Gold card.
- 90% entertained 2 or more times outside home in average month.
- 12% purchased a fur in last 12 months.
- 91% own a home.
- 38% of head of household is in top management.
- 82% have college and graduate work.

Advertising Data:
- 40% of all display space ran in full page units.
- 30% of all display space ran in four-color.
- 50% display advertisers ran 1/6 of a page or more at 6X or greater frequency.

Marketing benefit(s) and editorial focus: Network offers advertisers the two most important markets in Texas from where 80% of this business is derived. The magazines focus on enhancing our readers' lives in their city.

Petersen Action Group

Founded January 1976
Combined circ. guarantee (rate base): 3,750,000

Magazines available through this network:

Magazine Name	Circulation
4-Wheel & Off-Road	213,907
Car Craft	398,517
Guns & Ammo	478,685
Hot Rod	770,368
Hunting	258,510
Motor Trend	733,225
Motorcyclist	209,794
Photographic	254,151
Pickup, Van & 4WD	217,293
Skin Diver	201,697

Discount structure:
PAG (Group) Discount*

Pages	Discount (%)
6	5
12	8
18	10
24	11
36	13
48	15
60	17
75	19
100	20
150	21

*Available to any General Rate advertiser who runs a minimum of two (2) pages in each of three (3) or more titles; minimum unit—⅓ page.

Key advertising contacts: Jim P. Walsh, Senior Vice President & James J. Rainsford, Eastern Advertising Director, 437 Madison Avenue, New York, NY 10022, (212) 935-9150; Ralph Panico, Western Advertising Director, 8490 Sunset Boulevard, Los Angeles, CA 90069, (213) 656-5425; William J. Walker, Midwestern Advertising Director, John Hancock Center, 875 North Michigan Avenue, Suite 3131, Chicago, IL 60611, (312) 222-1920; Edward McLaughlin, Detroit Advertising Director, 333 West Fort Street Building, Suite 1800, Detroit, MI 48226, (313) 964-6680; Dewey Patterson, Branch Manager, Three Commerce Park Square, 23200 Chagrin Boulevard, Suite 605, Cleveland, OH 44122, (216) 464-1522; Richard E. Holcomb, Branch Manager, Four Piedmont Center, Suite 601, Atlanta, GA 30305, (404) 231-4004; Jeff Young, Branch Manager, 800 West Airport Freeway, Suite 228, Irving, TX 75062, (214) 579-0454.

Market studies available:
- Petersen Panel
- Conducted By: Harvey Research Organization
- Sample Size: 2,500

Syndicated research: MRI

Subscriber research available:
- Hot Rod Subscriber Study
- Date: 1983
- Conducted By: Globe Research Corp.
- Sample Size: 2,000
- Question Categories: street machines, street rods, trucks, auto products & maintenance, motorcycles, radar detectors, power & hand tools, mail order.

- Motor Trend Readership Study
- Date: 1983
- Conducted By: Leslie A. Riffkin & Associates
- Sample Size: 2,400
- Question Categories: autos, trucks, photography, audio, stereo equipment, alcoholic beverages usage.

- Car Craft Subscriber Study
- Date: 1983
- Conducted By: Leslie A. Riffkin & Associates
- Sample Size: 2,000
- Question Categories: street machines, cars, trucks, motorcycles, auto accessories & maintenance.

- Guns & Ammo Subscriber Study
- Date: 1983
- Conducted By: Leslie A. Riffkin & Associates
- Sample Size: 2,000
- Question categories: guns & ammo, hunting, fishing, camping equipment, cars, trucks, photo equipment, alcoholic beverages.

- Hunting Subscriber Study
- Date: 1982
- Conducted By: Harvey Research Organization
- Sample Size: 2,000
- Question Categories: hunting, apparel, equipment, guns, ammo, dog ownership, boats, vehicles.
- Photographic Subscriber Study
- Date: 1983
- Conducted By: Harvey Research Organization
- Sample Size: 2,000
- Question Categories: photography, film developing & printing, audio/video equipment, auto ownership.

- Skin Diver Subscriber Study
- Date: 1982
- Conducted By: Harvey Research Organization
- Sample Size: 2,000
- Question Categories: diving, photo equipment, boats, autos, etc.

- Pickup Van & 4WD Study
- Date: 1983
- Conducted By: RMH Research
- Sample Size: 2,000
- Question Categories: pickup trucks & vans, equipment & accessories, vehicle usage, cars, motorcyles, 3 wheel vehicles, maintenance, mail order.

4-Wheel & Off Road Subscriber Study
- Date: 1983
- Conducted By: RMH Research
- Sample Size: 2,000
- Question Categories: recreational vehicles equipment, accessories, maintenance, car ownership, 3 wheel vehicles, motorcycles.

- Motorcyclist Subscriber Study
- Date: 1983
- Conducted By: Globe Research Corporation
- Sample Size: 2,000
- Question Categories: motorcycles, accessories, equipment, 3 wheel vehicles, cars, trucks, stereo & electronic equipment, alcoholic beverages.

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Smoking Materials	492.67	28.9%
2. Automotive	438.33	25.8%
3. Auto Parts/Access.	296.50	17.4%
4. Motorcycles	155.00	9.1%
5. Petroleum/Chem.	90.51	5.3%
All Others	229.14	13.5%
Total 1982 Ad Pages	1,702.15	

Performance data:
- Total 1982 Network Pages: 1,702.15
- Gross Network Billing in 1982: $20,234,648
- % Growth in Network Pages from 1981 to 1982: +1.5%

Subscriber or readership demographics: Scope of profile: Average of all network magazines.

- Source conducted by: MRI
- Type: Readership
- Date: April-July 1982 & Sept. 1982-Feb. 1983
- Sample Size: 20,290
- Cooperation/Return rate: 71.2%
- Data collection method: Interview

A. Age Breakdown:

18-24	36.3%
25-34	28.0%
35-44	16.4%
45-54	10.3%
55+	9.0%
Median Age	29.9

B. Male/Female Composition:

Male	84.1%
Female	15.9%

C. Household Income:

Under $10,000	8.9%
$10,000-19,999	19.7%
$20,000-24,999	12.7%
$25,000-34,999	24.9%
$35,000-49,999	22.5%
$50,000+	11.2%
Median Income	$17,428

D. Occupation:

Mgr./Admin.	8.2%
Prof./Tech.	10.2%
Cler./Sales	10.6%
Other Emp.	29.4%
Not Emp.	24.6%

E. Educational Level:

Not H.S. Grad.	23.0%
H.S. Grad.	46.9%
1-3 Yrs. College	19.6%
College Grad.	10.4%

F. Purchasing and Ownership Indicators:
- 28.6% own 2+ cars.
- 26.5% drive 20,000+ miles per year.
- 59.4% own photo quipment.
- 45.7 own stereo equipment
- 78.6% purchased alcoholic beverages.
- 17.1% own a motorcycles.
- 40.6% bought jeans.
- 13.9% bought 2+ pairs of shoes.
- 22.1% bought 2+ sport shirts.
- 20.6% bought 2+ pairs of slacks.

Total Readership of Network: 30,116,000 (Source: MRI Spring '83)

Marketing benefit(s) and editorial focus: PAG targets the young active male with an unusually intense interest in his particular leisure activity. Each magazine is designed to provide readers with information and news about their particular field of interest.

Sunday Magazine Network

Founded 1932
Combined circ. guarantee (rate base): 21,866,844

Magazines available through this network:

Magazine Name	Circulation
Akron Beacon Journal	225,667
Atlanta Journal & Constitution	499,084
Baltimore Sun	382,953
Boston Globe	751,289
Boston Herald	231,106
Buffalo News	350,000*
Chicago Tribune	1,107,574
Cincinnati Enquirer	298,257
Cleveland Plain Dealer	495,000*
Columbus Dispatch	340,484
Dallas Morning News	380,981
Dallas Times Herald	352,372
Dayton News	221,799
Denver Post	356,372
Des Moines Register	379,124
Detroit Free Press	758,706
Detroit News	825,384
Fort Lauderdale News & Sun Sent.**	255,000*
Hartford Courant	290,254
Houston Chronicle	481,319
Indianapolis Star	361,571
Kansas City Star	391,626
Los Angeles Daily News of L.A.	160,000
Los Angeles Herald-Examiner	303,805
Louisville Courier-Journal	324,624
Memphis Commercial Appeal	284,377
Miami Herald	521,091
Milwaukee Journal	516,858
Minneapolis Tribune	576,994
New Orleans Times-Picayune	332,410
New York News (C&S)	1,777,892
Omaha World-Herald	276,431
Orlando Sentinel Star	249,974
Philadelphia Inquirer	1,029,410
Phoenix Arizona Republic	432,397
Pittsburgh Press	616,373
Providence Journal	238,908
Rochester Democrat & Chronicle	242,458
St. Louis Globe-Democrat	248,668
St. Louis Post-Dispatch	443,422
San Antonio Express-News	193,635
San Jose Mercury-News	276,293
Seattle Times/Post Intell.	500,000*
Syracuse Herald-Amer./Post-Std.	234,258
Toledo Blade	208,527
Tulsa World	219,100
Washington Post	986,024
Westchester Rockland Newspapers	184,765

*Estimated circulation
**Effective 10/2/83, not reflected in totals.

Discount structure:
Multiple Page Discount
(In 1 issue)

No. Pages Bought	Discount (%)
5	10
6	15
7	20
8	25

Frequency Discount
(Applicable to both waiver and full networks)

Frequency	Discount (%)
6	2
13	3
26	4
39	5
52	6

Volume Discount

Pages	Waiver Network Discount (%)	Full Network Discount (%)
6	5	6.00
13	8	9.00
26	10	11.25
39	12	13.50
52	15	17.50
78	20	22.50
104	25	27.50

Spread discount for Full Network advertisers: Any advertiser who runs either facing pages or a center spread in our Full Network on a given Sunday will receive a 5% discount. This spread discount will be in addition to any other discounts the advertiser earns.
There is no cash discount available on Sunday Magazine Network scheduling.

Key advertising contacts: Edward J. Hundt, Advertising Sales Director, U.S.A., (212) 689-8200.

Syndicated research: Simmons and MRI.

Subscriber research available:
- Readership of individual Sunday Magazine Network Magazines
- Conducted By: Daniel Starch & Staff
- Question Categories: readership of ads and editorial

Five Largest 1982 Advertising Categories:

	% of Total Ad Rev.
1. Retail	50%
2. Tobacco	22%
3. Wines, Liquors, Beers	5%
4. Mail Order	4%
5. Food	3%
All Others	16%

A. Age Breakdown:

18-24	16.6%
25-34	23.1%
35-44	16.1%
45-54	16.6%
55+	27.6%
Median Age	41.4

B. Male/Female Composition:

Male	49%
Female	51%

C. Household Income:

Under $10,000	13.5%
$10,000-14,999	14.6%
$15,000-19,999	10.2%
$20,000-24,999	13.3%
$25,000-34,999	21.9%
$35,000+	26.5%
Median Income	$24,399

D. Occupation:

Mgr./Admin.	8.8%
Prof./Tech.	13.2%
Cler./Sales	17.0%
Other Emp.	24.0%
Not Emp.	37.0%

E. Educational Level:

Not H.S. Grad.	13.0%
H.S. Grad.	42.3%
1-3 Yrs. College	18.5%
College Grad.	18.5%

F. Purchasing and Ownership Indicators:
- Reaches 36% of people with household incomes of $25,000+.
- More than 15% own stocks and bonds.
- Offers 30 million employed readers.
- Reaches 30% of home owners (35% valued at $50,000+).
- Reaches large families (28 million adult readers reside in homes of 3 or more).
- 20 million readers feed, clothe, entertain and transport school age children.
- 63% of audience reside in A Counties (400 billion in retail sales).
- Reaches 36% of people who live in households where $81+ is spent in supermarkets.

Total Readership of Network: 47,382,000 (Source: ABC Publisher's Statements, Publisher's Quotations)

Marketing benefit(s) and editorial focus: Locally edited magazines each with its own editorial staff and outlook responding to the demands of their own market.

Times Military Group

Founded 1951
Combined circ. guarantee (rate base): 320,000

Magazines available through this network:

Magazine Name	Circulation
Army Times	125,000
Navy Times	83,000
Air Force Times	112,000

Discount structure:

Dollar Volume Discount Plan	Discount (%)
$ 50,000 - $ 74,999	6%
75,000 - 99,999	8%
100,000 - 149,999	10%
150,000 - 199,999	12%
200,000 - 299,999	15%
300,000 - 399,999	18%
400,000 - 499,999	21%
500,000 +	25%

Key advertising contacts: Nat Kornfeld, National Sales Director, New York Office, (212) 753-1040; Joe Tiernan, Chicago Office Manager, Chicago Office, (312) 828-9446; Dick Wanderer, Los Angeles and San Francisco Office Manager, Los Angeles/San Francisco, (213) 203-8185; Martin Stein, Washington (D.C.) Office Manager, Washington, D.C. Office, (202) 554-7239; Margaret Nam, Honolulu Office Manager, Honolulu Office, (808) 536-5906; Kazuo Yamada, Tokyo Office Manager, Tokyo, Japan Office, (573-4946/9).

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Classified	1,313	24.6%
2. Alcoholic Beverages	694	13.0%
3. Life Insurance	651	12.2%
4. Tobacco & Smoking	410	7.7%
5. Auto Insurance	352	6.6%
All Others	1,916	35.9%
Total 1982 Ad Pages	5,336	100.0%

Performance data:
- Total 1982 Network Pages: 5,336
- Gross Network Billing in 1982: $19,973,559
- % Growth in Network Pages from 1981 to 1982: -3.1

Total Readership of Network: 1,920,000 weekly (Source: Proprietary Survey)

Advertising Data:
- 45.7% of all display space ran in full page units.
- 22.0% of all display space ran in four-color.

Figures are FOLIO estimates for the calendar year 1982.

Marketing benefit(s) and editorial focus: These three separately edited newspapers contain vital career information about all aspects of military life for all branches of the service. Since much of this information, especially the background, interpretation and analysis, can be found only in these pages, there is an extremely strong and influential relationship with the readers whose intense commitment is reflected in the fact that 71% of all U.S. active military personnel read an average issue cumeing to 91% in a year.

Travelhost, Inc.

Founded 1968
Combined circ. guarantee (rate base): 250,000

Editions of Travelhost are distributed to over 70 cities nationwide.

Discount structure:
Frequency Discount

Frequency	Discount (%)
13 times	10%
26 times	20%
52 times	30%

Other Discount

Advertising Agency	Discount (%)
	15%

Key advertising contacts: Randall Cas., Vice President-Marketing, Dallas, Texas, (214) 691-1163; Jan Milner, National Advertising Sales Coordinator, Dallas, Texas (214) 691-1163.

Market studies available:
- Mark Clements Research, Inc.
- Conducted By: Mark Clements
- Sample Size: 1,000

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Restaurants		65%
2. Retail		18%
3. Hotels/Motels		8%
4. Amusements/ Recreation		5%
5. Rent-a-car Agencies		3%
All Others		1%
Total 1982 Ad Pages	30,617.8	

Performance data:
- Total 1982 Network Pages: 30,617.8
- Gross Network Billing in 1982: 7,348,272
- % Growth in Network Pages from 1981 to 1982: 17%

Subscriber or readership demographics: Scope of profile: Average of all network magazines

- Source: Mark Clements Research, Inc.
- Type: Readership
- Date: August 1981
- Sample Size: 1,000
- Cooperation/Return rate: 80%
- Data collection method: Mail

A. Age Breakdown:

18-24	3.3%
25-34	16.5%
35-44	25.2%
45-54	25.0%
55+	30.0%
Median Age	47.1

B. Male/Female Composition:

Male	64.6%
Female	35.4%

C. Household Income:

Under $10,000	2.2%
$10,000-14,999	4.2%
$15,000-19,999	6.1%
$20,000-24,999	9.9%
$25,000-34,999	25.1%
$35,000-49,999	25.5%
$50,000+	27.0%
Median Income	$36,520.0

D. Occupation:

Mgr./Admin.	54.3%
Prof./Tech.	17.3%
Cler./Sales	15.9%
Other Emp.	4.5%
Not Emp.	7.9%

E. Educational Level:

Not H.S. Grad.	1.7%
H.S. Grad.	19.1%
1-3 Yrs. College	31.5%
College Grad.	19.6%
Post Grad.	16.4%
Some Post Grad. Study	11.7%

F. Purchasing and Ownership Indicators:
- 77.1% own houses.
- 95.9% own color TV.
- 79.8% own 2 or more cars.
- 98.4% flew commercial airlines in past 12 months.
- 88.4% used long distance while traveling.
- 20.3% entertained 2 times in past month.
- 87.3% own stereo equipment.
- 19.3% own a second or vacation home.
- 64.9% purchased apparel items in past year.
- 96.9% have dinner at restaurant while traveling.

Total Readership of Network: 1,600,000 weekly (Source: Mark Clements Research)

Advertising Data:
- 12% of all display space ran in full page units.
- 36% of all display space ran in four-color.
- 63% different display advt. bought 1/6 of a page or more.
- 54% display advertisers ran 1/6 of a page or more at 6X or greater frequency.

Marketing benefit(s) and editorial focus: Travelhost Magazine reaches over 1,600,000 readers weekly in over 250,000 hotel rooms. We serve 1,750 class A hotels/motels weekly in more than 65 cities nationwide. With 30,000 pages of advertising annually and nearly 2,500 advertisers weekly, we are America's fastest growing travel magazine serving the traveler where he lives—in the hotel room.

The Ziff-Davis Magazine Network

Founded 1958
Combined circ. guarantee (rate base): 3,650,000 (Effective 1/84)

Magazines available through this network:

Magazine Name	Circulation
Boating	175,000
Car & Driver	775,000
Cycle	440,000
Flying	330,000
Popular Photography	925,000
Skiing	430,000
Stereo Review	575,000

Discount structure:
Combination Discount

Magazine Combination	Discount (%)
Boating, Car & Driver, Skiing	14
Boating, Car & Driver, Skiing, Flying	20
Boating, Car & Driver, Skiing, Flying, Cycle	26
Boating, Car & Driver, Skiing, Flying, Cycle, Stereo Review	32
Boating, Car & Driver, Skiing, Flying, Cycle, Stereo Review, Popular Photography	36

Higher discounts available in other combinations of 3, 4, 5 and 6 titles. Network frequency discounts beginning at 3X. No bleed charges for 4-color.

Key advertising contacts: James Kopper, President, (212) 725-3770; Charles Alexander, National Advertising Director, (212) 725-7940; James Giraldez, Sales Development Manager, (212) 725-7949.

Market studies available:
The Ziff-Davis Publishing Company is involved in an on-going program of market research in the skiing, automotive, motorcycle, photography, boating, aviation and audio fields. Additional information regarding any or all of these areas studied will be furnished upon request.

Syndicated research: Simmons and MRI.

Subscriber research available:
- Cycle Subscriber Study
- Date: 1980
- Conducted By: Goldstein/Krall Marketing Resources
- Question Categories: leisure activities other than motorcycling

- Skiing Subscriber Study
- Date: 1980
- Conducted By: Globe Research Corporation
- Question Categories: automobile and other motor vehicles owned, liquor, travel and participation in leisure activities other than skiing

- Boating Subscriber Study
- Date: 1982
- Conducted By: Beta Research Corporation

- Stereo Review Subscriber Study
- Date: 1980
- Conducted By: Rothstein-Tauber & Co.

- Popular Photography Subscriber Study
- Date: 1982
- Conducted By: Rothstein-Tauber & Co.

- Car & Driver Subscriber Study
- Date: 1983
- Conducted By: Globe Research Corporation

- Flying Subscriber Study
- Date: 1983
- Conducted By: Market Probe International
- Question Categories: credit cards ownership, investments, life insurance and travel

Five Largest 1982 Advertising Categories:

	Ad Pgs.	% of Total Ad Pgs.
1. Tobacco	501	44.8%
2. Automotive	229	20.5%
3. Alcoholic Beverages	161	14.4%
4. Mail Order/Retail	97	8.7%
5. Electronics/Tapes	86	7.7%
Total 1982 Ad Pages	1,118	

Performance data:
- Total 1982 Network Pages: 1,118
- % Growth in Network Pages from 1981 to 1982: +24.9%

(continued on page 644)

Figures are FOLIO estimates for the calendar year 1982.

Competing in the shifting marketplace

By Thomas H. King
President
American Business Press, Inc.

The "wiring" of America has begun in earnest, with cable channels offering specialized programming of a distinctive nature across the United States. There are all-sports, all-news, all-business channels, and even an all-"commercials" service-CableShop where viewers phone the station and request certain television commercials to be shown.

How does all of this affect the business press? Simply put, the business press has already begun to find itself competing with these existing and new technologies for time and audience. Of course, the continued success of the business press will depend on its traditional strength: editorial leadership.

Not incidentally, marketers are finding that this superior editorial enhances the credibility of their message. They are turning in increasing numbers to business press publications. This growth is clearly documented in the numbers. In 1973, advertising in the business press totaled 1,134,000 pages, with a dollar volume of $980 million. Ten years later, estimates for the year put business-press advertising pages at 1,705,000 with a dollar volume at $2.5 billion.

Advertisers in greater numbers are realizing that business-to-business advertising allows them to better target their market and reach an audience that is interested and knowledgeable about the products being advertised. And at a cost that is economical.

An analysis of the past five years shows an increased cost that has not reached, and in many cases is far below, the rate of inflation.

The costs of selling continue to escalate (in 1981, the cost of a personal sales call was $178 and today it's over $200). Smart marketers realize that advertising has to do more. And this bodes well for the business press. But we must not stop here. Editorial matter must continue to remain at the highest level of excellence while still maintaining reader interest—in other words, editorial matter must be made easier to understand. Writers must learn to skillfully present the latest intricate details and scientific trends in an understandable format.

Salespeople also must continue to do more. The days of receiving advertising "over the transom" is over. Salespeople must help their advertisers in planning their advertising. They must look out for the buyer's interest. They must educate the buyer in cost-effective marketing and explain the importance of proper advertising expenditures throughout different economic climates. For years, we at ABP have been arguing the need for advertisers to *increase* advertising expenditure during recession periods. Studies clearly prove that recession periods provide an excellent opportunity for increasing share of market. In fact, aggressive media spenders can increase their market two and one half times the average during market downturns! Think what happens to budget cutters during this period—not only are they losing shares of market, but during an expansion period their recovery is also slowed.

Cahners Publishing Co. of Boston, and a non-profit "think tank," the Strategic Planning Institute of Cambridge, Mass., last year published data on 1,000 individual businesses serving industrial markets. Not surprisingly, they found that during recession periods, only 25 percent of businesses increased media spending, while during expansions, 80 percent increased advertising expenditures. Of the 80 percent that increased advertising spending after the recovery, the study showed no particular gain because of similar action from competitors. The conclusion of the study? "Any program of increased media spending should be part of marketing and business strategies."

McGraw-Hill Publications Co. in a six-year study of a broad spectrum (468) of industrial companiesm documented the profound effect of advertising on sales performance.

Companies that maintained or *increased* their advertising spending in the 1974-75 recession registered a higher percentage of sales growth than did those who had cut their ad budgets, not only in recession years themselves, but also in the three years that followed!

The figures are impressive: a 132 percent sales increase over a five-year period, or a 53 percent margin of sales growth over their budget-skimping competitors.

A wise marketer knows that an advertising campaign with consistency will be economical in the short haul and will lead to a profitable increase in the long run.

The message is clear; stay the course. You can be certain that the business press will continue to play its vital role of providing specific, timely, dependable information based on the accumulated wisdom and experience of business press journalists-professionals, who are adept at analyzing trends and indicators.

The Folio: 400 Business magazines

By John A. Chunko
Marketing Director, The FOLIO 400

Business publications account for 148 (or 37.0 percent) of The FOLIO 400 titles analyzed in this year's study. Last year, by comparison, 118 business titles made The FOLIO 400.

Approximately 5,690 business publications with a combined annual estimated total revenue of $2.9 billion are published in the United States. The 148 FOLIO 400 business publications account for just 2.6 percent of this universe, but generate 42.6 percent of the business press' total estimated revenue of $1,235 billion ($1.1 billion in advertising revenue and $176 million in circulation revenue).

Of the 10,750 U.S. publications currently tracked by FOLIO's research department, 5,690 (or 52.9 percent) are business publications, and 5,060 (or 47.1 percent) are consumer publications.

The total estimated revenue of all 10,750 publications in FOLIO's database is $12.8 billion. The business publications account for 22.7 percent ($2.9 billion), and consumer publications represent 77.3 percent ($9.9 billion).

Unlike the consumer magazine industry, a large portion of overall business publication revenue comes from smaller, non-FOLIO 400 magazines. Quite a few business publications have gross revenues of $1 million to $3 million, revenues that fall below the minimum cutoff point for inclusion in The 400. Whenever these publications are part of a market being analyzed, a note appears at the bottom of the market listing these 'smaller' publications.

The three largest business publications (see section 72) are *Computerworld*, published by C.W. Communications ($33,325,000 estimated total revenue); *Women's Wear Daily*, published by Fairchild Publications ($28,949,000); and *Aviation Week & Space Technology*, published by McGraw-Hill

Total Revenue

Rank '82	'81	Market	1982 Total Revenue ($000)
1	2	Medical	142,633
2	1	Electronics Technology	107,317
3	3	Computers & Computer Periph.	91,680
4	5	Chemical Process Industry	46,950
5	7	Food Service & Restaurants	46,295
6	9	Aerospace & Aviation	46,274
7	4	Petroleum	42,118
8	6	Apparel	39,890
9	8	Product Design Engineering	38,540
10	12	Marketing	37,558
11	NI	Communications	32,543
12	13	Nursing	31,472
13	10	Metals: Mfg., Prod. & Ind. News	29,676
14	11	Plant Operation & Eng.	24,896
15	18	Research & Development	24,644
16	15	Education	20,664
17	14	Construction & Heavy Equip.	18,906
18	16	New Industrial Products	17,887
19	19	Grocery	15,973
20	20	Architecture	15,298
21	17	Housing & Light Construction	14,831
22	24	Automotive	14,189

Total Circulation

Rank '82	'81	Market	1982 Total Circ.
1	2	Medical	2,802,029
2	3	Nursing	1,265,871
3	4	Electronics Technology	1,038,811
4	5	Computers & Computer Periph.	857,946
5	1	Education	824,836
6	6	Aerospace & Aviation	797,149
7	7	Product Design Engineering	554,684
8	13	Chemical Process Industry	434,888
9	10	New Industrial Products	395,942
10	12	Food Service & Restaurants	350,623
11	14	Research & Development	345,334
12	8	Metals: Mfg., Prod. & Ind. News	292,223
13	11	Housing & Light Construction	285,273
14	9	Plant Operation & Eng.	229,359
15	20	Petroleum	194,395
16	15	Construction & Heavy Equip.	193,407
17	18	Automotive	187,068
18	21	Marketing	181,618
19	*n.i.	Communications	160,817
20	19	Architecture	145,682
21	17	Grocery	133,016
22	24	Apparel	85,436

*n.i. = not included last year

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

Publishing Co. ($22,014). *Computerworld* is a weekly national trade newspaper for the computer industry; *Women's Wear Daily* is a daily fashion trade publication; and *Aviation Week & Space Technology* is a weekly for the aviation/aerospace industry. It is noteworthy to mention that *Aviation Week & Space Technology* replaced *Oil & Gas Journal* this year in the number 3 slot.

In terms of growth (see sections 79-84), the three fastest-growing (in 1982 total revenue) business publications are *Medical World News*, up 59.8 percent in total revenue over 1981; *Computer Systems News*, up 57.9 percent; and *Data Communications*, up 56.1 percent.

On average, total revenue for FOLIO 400 business publications grew 18.5 percent in 1982 compared to 19.3 percent in 1981.

In terms of circulation (see section 74), the three largest 1982 business publications are *Real Estate Today* (published by the National Association of Realtors, circulation 608,440); *Nursing '82* (published by Intermed Communications, circulation 545,712); and *Learning* (published by Pitman Learning, Inc., circulation 490,997).

This year, 17 business publications join the ranks of The FOLIO 400 for the first time. Each of these publications grew enough during the year 1982, in terms of total revenue, to qualify for the study. The newcomers (in order of size by total revenue): *Prairie Farmer, Meetings & Conventions, National Jeweler, Electronic Buyers' News, Business & Commercial Aviation, Cablevision, American Medical News, MD Magazine, Modern Medicine, Practical Cardiology, Chemical Equipment, Physician's Management, Drug Topics, Communications News, Drug Store News, Multichannel News* and *Physician & Sportsmedicine*.

These 17 newcomer publications have a combined total revenue of $101,964,000. A summary of business newcomer performance is provided in section 91.

Market growth and rank

This year, The FOLIO 400 provides growth data in each market analysis for all publications that were included in last year's study. Growth is expressed as a percentage increase over or decline from 1982 performance figures as compared with 1981 figures.

The leading markets in total revenue are the Medical ($142 million), the Electronics ($107 million) and the Computer ($91 million) markets.

In terms of total circulation, the Medical (2.8 million), the Nursing (1.2 million) and the Electronics (1.0 million) markets are the top three.

In terms of growth by ad pages, only seven of the 22 business markets showed gains. They were led by the Medical (+6,032), the Computer (+1,365) and the Foodservice (+1,043) markets.

For summaries of the business markets' sizes and growth, refer to the tables that accompany this article.

Publishing Corporations

Of the 148 business publications, over half are owned by eight large publishing firms. McGraw-Hill Inc. owns 19 of this year's 400 titles, making it the most frequently represented corporation in the study.

Parent corporations of all publications in the study are included in the corporate index in the back of the study.

To locate a specific market analysis, consult the table of contents on pages 26, 30. 34 and 54. Market analyses are also noted by section number in the summary charts below.

[illegible]

Rank		[illegible]	1982 Total
1	2	Medical	39,179
2	1	Electronics Technology	26,049
3	3	Computers & Computer Periph.	17,536
4	4	Petroleum	13,694
5	*n.i.	Communications	11,145
6	21	Chemical Process Industry	10,279
7	23	Food Service & Restaurants	9,712
8	7	Apparel	9,082
9	6	Product Design Engineering	8,399
10	5	Metals: Mfg., Prod. & Ind.News	7,777
11	9	Marketing	6,171
12	8	Plant Operation & Eng.	5,160
13	20	Aerospace & Aviation	4,873
14	25	New Industrial Products	4,550
15	22	Construction & Heavy Equip.	4,422
16	11	Research & Development	4,299
17	24	Housing & Light Construction	2,888
18	16	Education	2,880
19	13	Architecture	2,829
20	17	Nursing	2,559
21	19	Automotive	2,395
22	15	Grocery	2,186

Rank		[illegible]	1982 Total
1	2	Medical	127,865
2	1	Electronics Technology	102,123
3	3	Computers & Computer Periph.	84,242
4	6	Food Service & Restaurants	45,426
5	7	Chemical Process Industry	41,412
6	17	Petroleum	39,724
7	5	Product Design Engineering	38,891
8	8	Apparel	34,973
9	13	Aerospace & Aviation	32,760
10	12	Marketing	31,277
11	10	Metals: Mfg., Prod. & Ind. News	25,402
12	NI	Communications	24,627
13	9	Plant Operation & Eng.	23,060
14	21	New Industrial Products	18,632
15	18	Research & Development	16,918
16	11	Construction & Heavy Equip.	15,794
17	14	Grocery	15,339
18	4	Nursing	14,508
19	15	Housing & Light Construction	12,810
20	23	Education	12,689
21	19	Architecture	12,057
22	24	Automotive	10,193

Figures are FOLIO estimates for the calendar year 1982.

Business market net change summaries

Net Change Ad Pages

Rank	Market	Net Chg. Ad Pages '81/'82
1	Medical	6,032
2	Computers & Computer Periph.	1,365
3	Food Service & Restaurants	1,043
4	Apparel	409
5	Electronics Technology	43
6	Education	24
7	Automotive	20
8	Research & Development	-34
9	Architecture	-79
10	Aerospace & Aviation	-183
11	Grocery	-216
12	Nursing	-263
13	Marketing	-313
14	New Industrial Products	-434
15	Construction & Heavy Equip.	-722
16	Plant Operation & Eng.	-783
17	Communications	-787
18	Product Design Engineering	-812
19	Housing & Light Construction	-883
20	Metals: Mfg.,Prod.& Ind.News	-1,667
21	Chemical Process Industry	-1,814
22	Petroleum	-1,818

Net Change Ad Revenue

Rank	Market	Net Chg. Ad Rev. '81/'82 ($000)
1	Medical	22,906
2	Computers & Computer Periph.	16,897
3	Food Service & Restaurants	9,424
4	Electronics Technology	8,892
5	Apparel	3,110
6	Marketing	2,214
7	Grocery	1,713
8	Education	1,664
9	Aerospace & Aviation	1,468
10	Research & Development	1,400
11	Automotive	1,223
12	Nursing	1,017
13	Architecture	60
14	Communications	44
15	New Industrial Products	-373
16	Petroleum	-374
17	Product Design Engineering	-1,089
18	Plant Operation & Eng.	-1,097
19	Metals: Mfg., Prod. & Ind. News	-2,045
20	Housing & Light Construction	-2,997
21	Construction & Heavy Equip.	-3,621
22	Chemical Process Industry	-4,606

Net Change Average Circ.

Rank	Market	Net Chg. Avg. Circ. '81/'82
1	Computers & Computer Periph.	44,103
2	Electronics Technology	38,664
3	Medical	33,055
4	Nursing	29,135
5	New Industrial Products	11,554
6	Marketing	4,857
7	Plant Operation & Eng.	4,705
8	Petroleum	3,942
9	Product Design Engineering	2,750
10	Architecture	2,325
11	Aerospace & Aviation	2,301
12	Food Service & Restaurants	2,126
13	Chemical Process Industry	2,082
14	Housing & Light Construction	1,888
15	Construction & Heavy Equip.	1,529
16	Research & Development	800
17	Apparel	706
18	Metals: Mfg., Prod. & Ind. News	-233
19	Communications	-1,182
20	Education	-3,044
21	Grocery	-3,160
22	Automotive	-6,407

Net Change Subscription Circ.

Rank	Market	Net Chg. Sub. Circ. '81/'82
1	Nursing	29,135
2	Electronics Technology	18,840
3	Medical	17,509
4	Computers & Computer Periph.	16,133
5	Marketing	8,198
6	Aerospace & Aviation	3,737
7	Architecture	2,325
8	Chemical Process Industry	2,232
9	Construction & Heavy Equip.	1,529
10	Food Service & Restaurants	362
11	New Industrial Products	0
12	Product Design Engineering	-92
13	Research & Development	-496
14	Apparel	-549
15	Communications	-1,182
16	Grocery	-1,245
17	Metals: Mfg., Prod. & Ind. News	-1,307
18	Petroleum	-1,392
19	Education	-3,044
20	Housing & Light Construction	-4,931
21	Automotive	-6,407
22	Plant Operation & Eng.	-9,114

Figures are FOLIO estimates for the calendar year 1982.

Top 20 business magazines by average advertising revenue per issue

(1982 ad rev. ÷ frequency)

	Ad rev. per issue	Frequency
1. Farm Journal	1,733,143	14
2. Progressive Farmer	1,151,500	12
3. Successful Farming	1,104,923	13
4. Datamation	936,538	13
5. Meetings & Conventns.	832,917	12
6. New Equip. Digest	830,583	12
7. Mini-Micro Systems	816,667	12
8. Industrial Equip. News	768,500	12
9. Rest. & Institutions	741,875	24
10. Restaurant Business	732,467	15
11. Electronic Design	709,148	27
12. Medical Economics	699,577	26
13. Computer Design	660,083	12
14. Instructor	647,200	10
15. EDN	636,583	24
16. Computer Decisions	625,583	12
17. Progressive Grocer	598,667	12
18. Consultant	589,667	12
19. Machine Design	589,286	28
20. Bus. & Comm. Aviat.	583,583	12

Top 20 business magazines by 1982 average subscription price

(Subscription rev. ÷ No. subscribers)

Magazine Name	Average Sub. price	No. of Subs.
1. American Banker	284.47	20,389
2. Billboard	104.26	49,492
3. American Metal Market	88.47	45,260
4. The Blood Horse	67.79	17,465
5. Women's Wear Daily	56.01	61,665
6. Iron Age	55.03	4,906
7. Cablevision	52.21	9,960
8. Publishers Weekly	51.01	37,954
9. Daily News Record	50.02	23,771
10. Chem. Mkt. Rep./Chem.	49.75	16,722
11. Science	49.00	157,658
12. Pensions & Investment	48.03	12,096
13. New Englnd. Jnl. of Med.	46.13	202,417
14. Advertising Age	43.38	79,285
15. Computerworld	39.97	119,941
16. Control Engineering	39.90	2,481
17. Computer Design	39.23	2,957
18. Automotive News	39.21	61,417
19. Aviat. Wk. & Space Tech.	39.94	133,501
20. Adweek	37.01	31,883

McGraw-Hill: $328 million in 19 magazines

Magazine Name	Folio 400 Rank	Total Revenue	% Chg. Tot. Rev.	Net Change Total Revenue
Business Week	15	$161,164,000	1.4	$2,194,000
Byte	74	25,310,000	63.3	9,810,000
Aviation Week & Space Tech.	82	22,014,000	10.1	2,025,000
Engineering News Record	130	15,180,000	-11.3	-1,930,000
Electronics	132	14,632,000	-3.9	-593,000
Chemical Engineering	148	12,664,000	-11.9	-1,703,000
Chemical Week	187	10,180,000	-5.4	-585,000
Architectural Record	206	8,955,000	6.3	535,000
Modern Plastics	248	7,090,000	1.6	113,000
Elec. Constr. & Maint.	252	6,924,000	2.4	160,000
American Machinist	265	6,500,000	2.1	1,103,000
Postgraduate Medicine	298	5,665,000	31.3	1,349,000
Fleet Owner	306	5,470,000	-6.7	-394,000
Power	314	5,258,000	1.0	288,000
Coal Age	343	4,724,000	-2.6	-126,000
Engrng. & Mining Jrnl.	354	4,480,000	-10.5	164,000
Popular Computing	361	4,383,000	*n.e.	*n.e.
Data Communications	386	3,908,000	56.1	696,000
Physician & Sportsmed.	399	3,668,000	*n.e.	*n.e.
		$328,169,000		$13,106,000

Business market performance summaries

Rank '82	Market	1982 Total Subscriptions
1	Nursing	1,265,871
2	Medical	811,856
3	Aerospace & Aviation	666,643
4	Education	524,836
5	Electronics Technology	386,597
6	Chemical Process Industry	274,186
7	Automotive	187,068
8	Computers & Computer Periph.	175,619
9	Research & Development	157,658
10	Marketing	157,196
11	Architecture	145,682
12	Housing & Light Construction	126,369
13	Communications	116,855
14	Plant Operation & Eng.	115,772
15	Petroleum	115,648
16	Construction & Heavy Equip.	105,480
17	Apparel	85,436
18	Food Service & Restaurants	61,199
19	Grocery	56,876
20	Metals: Mfg., Prod. & Ind. News	50,166
21	Product Design Engineering	2,481
22	New Industrial Products	0

Rank	Market	Total
1	Nursing	16,965
2	Medical	14,768
3	Aerospace & Aviation	11,837
4	Education	7,974
5	Communications	7,917
6	Research & Development	7,725
7	Computers & Computer Periph.	7,438
8	Marketing	6,280
9	Electronics Technology	5,645
10	Chemical Process Industry	5,539
11	Apparel	4,643
12	Metals: Mfg., Prod. & Ind. News	4,274
13	Automotive	3,996
14	Architecture	3,241
15	Construction & Heavy Equip.	3,112
16	Petroleum	2,398
17	Housing & Light Construction	2,021
18	Plant Operation & Eng.	1,836
19	Food Service & Restaurants	869
20	Grocery	634
21	Product Design Engineering	99
22	New Industrial Products	0

Top 50 business magazines by circulation revenue per copy

1	Interior Design	3.26
2	Annals of Internal Med.	2.92
3	Billboard	2.38
4	Sales & Mktg. Mgmt.	2.26
5	Architectural Record	2.00
6	Data Communications	1.84
7	Gifts & Decorative Accessories	1.83
8	Modern Plastics	1.77
9	Real Estate Today	1.70
10	Engrng. & Mining Jrnl.	1.56
11	Journal of Accountancy	1.55
12	Coal Age	1.44
13	Learning	1.34
14	Progressive Architect.	1.34
15	Electrical Construction & Maint.	1.23
16	The Blood Horse	1.22
17	Instructor	1.20
18	Amer. Jrnl. of Nursing	1.17
19	Modern Salon	1.16
20	American Banker	1.14
21	Builder (NAHB)	1.14
22	Nursing '82	1.11
23	RN Magazine	1.09
24	Motor Magazine	1.05
25	AOPA Pilot	0.99

26	Publishers Weekly	0.98
27	Chem. Mkt. Rep./Chem. Bus.	0.96
28	Science	0.94
29	New England Jrnl. of Med.	0.88
30	Advertising Age	0.85
31	Electronics	0.85
32	Chemical Engineering	0.81
33	Power	0.79
34	Cablevision	0.76
35	Aviat. Wk.& Space Tech.	0.75
36	Automotive News	0.74
37	Chronicle of Higher Ed.	0.74
38	Hydrocarbon Processing	0.72
39	Computerworld	0.69
40	Progressive Farmer	0.68
41	Pensions & Invest. Age	0.65
42	Air Condit., Htg., Refrig. News	0.62
43	Spectrum	0.60
44	Engineering News Record	0.58
45	Oil & Gas Journal	0.56
46	Nation's Restrnt. News	0.55
47	American Medical News	0.54
48	Telephony	0.52
49	Chemical Week	.48
50	Electronic News	0.48

Top 100 business magazines by advertising pages

Rank '82	Rank '81	Magazine Name	1982 Advertising Pages	% Chg. '81/82
1	1	Travel Agent Magazine	7,365	-3.3
2	3	The Blood Horse	6,915	-1.2
3	4	Women's Wear Daily	6,592	8.7
4	2	Oil & Gas Journal	6,297	-15.0
5	6	Computerworld	5,024	3.0
6	13	New England Jnl. of Med.	4,620	26.5
7	7	Electronic Design	4,581	-0.9
8	9	EDN	4,103	4.3
9	15	Medical Economics	4,044	17.5
10	ni	Cablevision	3,903	ne
11	5	Electronic News	3,758	-10.8
12	8	Machine Design	3,667	-12.0
13	10	Engineering News Record	3,461	-9.4
14	12	Design News	3,377	-7.8
15	14	Advertising Age	3,368	-5.8
16	16	Telephony	3,304	0.1
17	22	HFD	3,231	20.3
18	ni	National Jeweler	3,200	ne
19	11	Electronics	3,180	-15.8
20	30	JAMA	3,141	26.4
21	26	Restaurants & Institns.	3,011	11.9
22	37	Emergency Medicine	2,904	32.3
23	18	Purchasing Magazine	2,809	-10.1
24	21	Interior Design	2,797	-3.8
25	24	Aviation Wk.& Space Tech.	2,696	-2.5
26	28	Electronic Buyers News	2,660	ne
27	20	Chemical Engineering	2,606	-15.0
28	17	Plant Engineering	2,576	-18.8
29	27	Chem. Mkt. Rep./Chem. Bus.	2,519	-2.8
30	ni	Air Condit., Htg., Refrig. News	2,500	-7.4
31	29	Daily News Record	2,490	-4.6
32	42	Diversion	2,465	14.4
33	46	Restaurant Business	2,419	18.2
34	25	Publishers Weekly	2,404	-12.9
35	19	American Metal Market	2,400	-22.3
36	34	Patient Care	2,391	5.4
37	39	Modern Machine Shop	2,386	10.0
38	58	Mini-Micro Systems	2,271	27.3
39	31	Industrial Equip. News	2,264	-7.4
40	33	Elec. Engineering Times	2,197	-5.5
41	56	Consultant	2,177	20.2
42	40	World Oil	2,151	0.7
43	38	Gifts & Decorative Accessories	2,147	-1.4
44	50	Amer. Family Physician	2,087	5.7
45	ni	MD Magazine	2,073	ne
46	35	Bakery Production & Mktg.	2,027	-9.7
47	52	Computer Design	2,017	7.9
48	ni	Multichannel News	2,011	ne
49	23	Hydrocarbon Processing	1,976	-18.0
50	43	Graphic Arts Monthly	1,938	-9.6
51	45	American Banker	1,897	-8.0
52	66	Nation's Restrnt. News	1,886	14.6
53	48	American Machinist	1,872	-7.3
54	49	Datamation	1,848	3.4
55	ni	Modern Medicine	1,844	ne
56	77	Postgraduate Medicine	1,842	31.9
57	41	Chemical Week	1,836	-15.0
58	70	Automotive News	1,823	-1.1
59	95	Hospital Practice	1,823	41.4
60	98	Medical World News	1,794	41.0
61	36	Billboard	1,770	-19.6
62	32	Iron Age	1,760	-24.3
63	62	The Office	1,750	1.2
64	47	Tooling & Production	1,745	-13.3
65	ni	Meetings & Conventions	1,733	ne
66	59	Petrol. Engineer Intl.	1,727	-1.8
67	63	Adweek	1,702	-10.1
68	ni	Annals of Internal Med.	1,676	52.9
69	ni	Drug Therapy	1,639	49.9
70	97	Computer Systems News	1,631	27.7
71	51	Pulp & Paper	1,617	-15.7
72	60	Coal Age	1,602	-8.7
73	55	Hospitals	1,600	-12.0
74	69	Chronicle of Higher Ed.	1,596	-0.7
75	54	Chemical Processing	1,578	-13.8
76	68	Industrial Res. & Dev.	1,553	-4.0
77	75	Business Insurance	1,544	3.9
78	57	Offshore	1,543	-12.8
79	65	Building Supply News	1,515	-18.0
80	72	Architectural Record	1,509	-1.1
81	73	Hardware Retailing	1,487	-1.8
82	53	Modern Materials Handlg.	1,470	-20.0
83	ni	Physician's Management	1,467	ne
84	82	Computer Decisions	1,447	14.7
85	80	Power	1,404	0.0
86	ni	Science	1,385	-2.3
87	ni	Practical Cardiology	1,380	ne
88	94	Electronic Products	1,368	5.8
89	93	Laboratory Equipment	1,361	4.9
90	79	Control Engineering	1,355	-1.7
91	ni	Data Communications	1,342	24.0
92	85	Engineering & Mining Jrnl.	1,323	-0.8
93	78	Progressive Architecture	1,320	-4.5
94	ni	Packaging Digest	1,318	7.1
95	99	Institutional Distrib.	1,311	7.1
96	87	Successful Meetings	1,285	-1.6
97	64	Industry Week	1,270	-23.8
98	92	Modern Plastics	1,229	-5.3
99	71	Modern Office Procedures	1,217	-23.2
100	89	Supermarket News	1,211	-7.2

*n.i. = not included last year
*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

Top 100 business magazines by 1982 revenue

Rank '82	'81	Magazine Name	[illegible]	[illegible]
1	1	Computerworld	33,325	15.9
2	2	Women's Wear Daily	28,949	9.9
3	4	Aviation Wk.& Space Tech.	22,014	10.1
4	3	Oil & Gas Journal	21,761	-2.5
5	5	Advertising Age	21,479	9.5
6	17	New England Jnl. of Med.	19,237	39.8
7	12	Medical Economics	19,171	29.9
8	7	Electronic Design	19,147	11.8
9	10	Electronic News	18,547	18.6
10	14	Restaurants & Institns.	17,805	24.2
11	6	Machine Design	16,500	-12.0
12	18	EDN	15,278	15.0
13	8	Engineering News Record	15,180	-11.3
14	11	Electronics	14,632	-3.9
15	ni	Science	14,451	49.9
16	19	Nursing '82	14,085	9.2
17	9	Industry Week	13,798	-16.7
18	28	JAMA	13,332	35.5
19	20	Design News	13,143	3.3
20	15	Plant Engineering	12,714	-9.6
21	13	Chemical Engineering	12,664	-11.9
22	32	Datamation	12,175	19.0
23	26	American Banker	11,812	15.1
24	21	Billboard	11,681	-0.5
25	40	Restaurant Business	10,987	32.4
26	24	Daily News Record	10,941	4.6
27	22	American Metal Market	10,815	-2.0
28	ni	Real Estate Today	10,788	6.1
29	58	Adweek	10,717	10.3
30	27	Purchasing Magazine	10,567	3.1
31	31	Travel Agent Magazine	10,309	9.4
32	23	Chemical Week	10,180	-5.4
33	ni	Meetings & Conventions	9,995	ne
34	34	Nation's Restrnt. News	9,977	20.8
35	25	New Equipment Digest	9,967	-3.7
36	48	Mini-Micro Systems	9,800	45.2
37	29	HFD	9,784	10.3
38	38	Instructor	9,639	13.7
39	37	Automotive News	9,372	9.6
40	36	Elec. Engineering Times	9,280	7.9
41	33	Industrial Equip. News	9,222	0.1
42	39	Architectural Record	8,955	6.3
43	30	American Jrnl.of Nursing	8,829	-1.8
44	54	Interior Design	8,811	11.7
45	41	Supermarket News	8,789	13.4
46	43	RN Magazine	8,558	9.9
47	51	Diversion	8,467	27.2
48	ni	National Jeweler	8,361	ne
49	55	Electronic Buyers News	8,200	ne
50	49	Computer Design	8,037	19.4
51	35	Chem. & Engineering News	7,781	-12.0
52	45	Iron Age	7,728	-15.5
53	50	Patient Care	7,644	14.2
54	60	Computer Decisions	7,507	25.4
55	52	Journal of Accountancy	7,483	13.6
56	53	Progressive Grocer	7,184	10.3
57	44	Modern Plastics	7,090	1.6
58	72	Consultant	7,076	34.1
59	ni	Business & Comml. Aviation	7,003	ne
60	47	Electrical Construction & Maint.	6,924	2.4
61	82	Annals of Internal Med.	6,863	44.5
62	93	Hospital Practice	6,739	53.8
63	ni	Cablevision	6,720	ne
64	59	The Blood Horse	6,505	7.3
65	71	American Machinist	6,500	2.1
66	68	Emergency Medicine	6,500	18.2
67	66	Publishers Weekly	6,460	15.0
68	ni	American Medical News	6,433	ne
69	62	Industrial Res. & Dev.	6,361	6.8
70	56	Progressive Architecture	6,343	1.3
71	69	Chronicle of Higher Ed.	6,314	16.1
72	65	Successful Meetings	6,269	9.0
73	61	AOPA Pilot	6,243	4.7
74	ni	MD Magazine	6,240	ne
75	46	Hydrocarbon Processing	6,120	-11.5
76	70	Amer. Family Physician	6,048	12.0
77	ni	Medical World News	6,026	59.8
78	ni	Computer Systems News	6,000	57.9
79	67	The Office	5,975	8.4
80	ni	Professional Builder	5,936	-21.4
81	74	Packaging Digest	5,829	11.4
82	77	Business Insurance	5,817	15.0
83	100	Postgraduate Medicine	5,665	31.3
84	ni	Modern Medicine	5,638	ne
85	57	Mod. Materials Handlg.	5,549	-9.7
86	64	Fleet Owner	5,470	-6.7
87	73	Modern Salon	5,451	3.8
88	63	Chemical Processing	5,444	-7.3
89	76	World Oil	5,443	6.3
90	81	Sales & Marketing Mgmt.	5,362	12.0
91	88	Graphic Arts Monthly	5,300	1.3
92	79	Power	5,258	1.0
93	86	Gifts & Decorative Accessories	5,177	12.0
94	ni	ABA Journal	5,167	16.9
95	ni	Infosystems	5,028	18.1
96	90	Electronic Products	4,915	11.3
97	75	Bakery Production & Mktg.	4,900	12.9
98	ni	Petrol. Engineer Intl.	4,845	13.2
99	ni	Motor Magazine	4,817	12.8
100	ni	Practical Cardiology	4,800	ne

*n.i. = not included last year
*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

Top 50 business magazines by ad revenue

1	Computerworld	28,531	15.8
2	Women's Wear Daily	25,220	11.4
3	Oil & Gas Journal	19,894	-2.2
4	Electronic Design	19,147	11.8
5	Medical Economics	18,189	30.6
6	Advertising Age	18,040	8.7
7	Restaurants & Institns.	17,805	24.2
8	Electronic News	16,873	-28.0
9	Machine Design	16,500	-12.0
10	EDN	15,278	15.0
11	Industry Week	13,798	-16.7
12	Design News	13,143	3.3
13	Plant Engineering	12,714	-9.6
14	Electronics	12,426	-7.3
15	JAMA	12,289	39.7
16	Datamation	12,175	19.0
17	Engineering News Record	12,068	-16.2
18	Chemical Engineering	11,133	-14.5
19	Restaurant Business	10,987	32.4
20	Purchasing Magazine	10,567	3.1
21	Travel Agent Magazine	10,108	8.5
22	Meetings & Conventions	9,995	ne
23	New England Jrnl. of Med.	9,900	28.6
24	Mini-Micro Systems	9,800	45.2
25	Daily News Record	9,753	5.7
26	Adweek	9,537	4.9
27	Elec. Engineering Times	9,280	7.9
28	Industrial Equip. News	9,222	0.1
29	Nation's Restrnt. News	9,108	23.6
30	HFD	9,062	11.4
31	Chemical Week	8,872	-7.7
32	Diversion	8,467	27.2
33	Electronic Buyers News	8,200	ne
34	Supermarket News	8,155	14.7
35	National Jeweler	8,128	ne
36	Computer Design	7,921	18.4
37	Patient Care	7,644	14.2
38	Computer Decisions	7,507	25.4
39	Iron Age	7,458	-16.0
40	Progressive Grocer	7,184	10.3
41	Consultant	7,076	34.1
42	Business & Comml. Aviation	7,003	ne
43	Interior Design	6,998	9.1
44	Automotive News	6,964	10.3
45	Architectural Record	6,857	2.2
46	Nursing '82	6,841	16.3
47	American Metal Market	6,811	-9.8
48	Hospital Practice	6,739	53.8
49	Science	6,725	7.8
50	Billboard	6,521	-8.0

Top 50 business magazines by average circulation

1	ni	Real Estate Today	608,440	-9.8
2	2	Nursing '82	545,712	3.8
3	4	RN Magazine	374,830	9.8
4	7	ABA Journal	350,000	12.7
5	3	American Jrnl. of Nursing	345,329	-6.6
6	ni	American Medical News	329,352	ne
7	6	Industry Week	300,664	0.1
8	8	JAMA	290,836	3.0
9	5	Instructor	263,933	2.6
10	9	AOPA Pilot	258,898	-0.5
11	10	Journal of Accountancy	255,569	2.2
12	13	Spectrum	213,902	8.3
13	11	New England Jrnl. of Med.	204,313	0.2
14	15	New Equipment Digest	197,965	5.1
15	16	Hospital Practice	195,729	3.5
16	14	Industrial Equip. News	195,686	1.0
17	18	Medical Economics	182,693	14.2
18	17	Diversion	176,215	0.9
19	19	Machine Design	165,416	-0.1
20	ni	Science	157,658	-0.3
21	20	Design News	156,492	0.6
22	ni	MD Magazine	154,442	ne
23	21	Product Design & Dev.	151,262	0.0
24	22	Drug Therapy	143,500	-1.9
25	23	The Office	140,909	3.7
26	31	Postgraduate Medicine	137,514	12.9
27	ni	Practical Cardiology	135,777	ne
28	30	Aviation Wk. & Space Tech.	133,501	8.8
29	26	Modern Office Procedures	133,024	1.4
30	27	Datamation	130,100	0.0
31	24	Builder (NAHB)	129,412	-4.7
32	42	Modern Salon	125,658	12.5
33	28	Motor Magazine	125,651	-2.3
34	29	Chem. & Engineering News	125,319	1.8
35	32	Emergency Medicine	123,737	2.0
36	35	Computer Decisions	121,938	4.1
37	33	Consultant	120,566	2.7
38	40	Infosystems	120,424	6.9
39	25	Amer. Family Physician	120,273	10.9
40	ni	Modern Medicine	119,699	ne
41	38	Computerworld	119,589	5.2
42	41	Professional Builder	119,383	6.1
43	36	EDN	117,234	1.1
44	37	Electronic Products	116,516	0.6
45	44	Medical World News	115,917	6.5
46	39	Iron Age	113,712	0.1
47	ni	Physician's Management	110,252	ne
48	45	Electronic Design	109,128	0.7
49	43	Patient Care	108,823	-0.9
50	47	Industrial Research & Dev.	107,101	1.2

*n.i. = not included last year
n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

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1	Coal Age	17.28
2	Engineering & Mining Jrnl.	13.67
3	Hydrocarb. Processing	13.11
4	Interior Design	12.58
5	Offshore	12.43
6	Bakery Production & Mktg.	12.40
7	Pulp & Paper	11.66
8	Business & Comml. Aviation	11.36
9	Institutional Distrib.	11.31
10	National Jeweler	11.15
11	Meetings & Conventions	11.08
12	Gifts & Decorative Accessories	11.03
13	Building Supply News	10.19
14	Petrol. Engineer Intl.	10.19
15	Restaurant Business	9.92
16	World Oil	9.52
17	Modern Plastics	9.31
18	Cablevision	9.11
19	Power	8.72
20	Mini-Micro Systems	8.06
21	Plastics Technology	8.04
22	Data Communications	8.01
23	Progressive Grocer	7.86
24	Computer Design	7.68
25	Discount Store News	7.52
26	American Machinist	7.36
27	Datamation	7.20
28	Restaurants & Institns.	6.97
29	Successful Meetings	6.89
30	Electronic Design	6.75
31	Architectural Record	6.54
32	Progressive Architecture	6.12
33	Communications News	5.97
34	Electrical Construction & Maint.	5.97
35	Oil & Gas Journal	5.93
36	Chemical Engineering	5.89
37	Hardware Retailing	5.76
38	Nation's Restrnt. News	5.76
39	The Blood Horse	5.66
40	Chemical Equipment	5.62
41	Packaging Digest	5.51
42	Tooling & Production	5.45
43	EDN	5.43
44	HFD	5.30
45	Computer Decisions	5.13
46	Sales & Mktg. Mgmt.	5.02
47	Diversion	5.00
48	Multichannel News	4.97
49	Plant Engineering	4.97
50	Control Engineering	4.96

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1	Interior Design	233
2	Mini-Micro Systems	189
3	Modern Machine Shop	184
4	Consultant	181
5	Gifts & Decorative Accessories	179
6	Electronic Design	176
7	Amer. Family Physician	174
8	EDN	171
9	Computer Design	168
10	Hydrocarbon Processing	165
11	Restaurant Business	161
12	MD Magazine	159
13	Bakery Production & Mktg.	156
14	Medical Economics	156
15	American Machinist	155
16	Datamation	154
17	Diversion	154
18	Postgraduate Medicine	154
19	World Oil	154
20	Hospital Practice	152
21	Graphic Arts Monthly	149
22	The Office	146
23	Tooling & Production	145
24	Meetings & Conventions	144
25	Design News	141
26	Annals of Internal Med.	140
27	Emergency Medicine	138
28	Drug Therapy	137
29	Coal Age	134
30	The Blood Horse	133
31	National Jeweler	133
32	Machine Design	131
33	Industrial Res. & Dev.	129
34	Building Supply News	126
35	Restaurants & Institns.	125
36	Hardware Retailing	124
37	Pulp & Paper	124
38	Electronics	122
39	Physician's Management	122
40	Computer Decisions	121
41	Oil & Gas Journal	121
42	Purchasing Magazine	117
43	Petrol. Engineer Intl.	115
44	Practical Cardiology	115
45	Patient Care	114
46	Power	114
47	Chemical Processing	113
48	Control Engineering	113
49	Laboratory Equipment	113
50	Data Communications	112

Figures are FOLIO estimates for the calendar year 1982.

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1	New England Jrnl. of Med.	4,620	969
2	Emergency Medicine	2,904	710
3	JAMA	3,141	656
4	Medical Economics	4,044	602
5	Annals of Internal Med.	1,676	580
6	Drug Therapy	1,639	546
7	HFD	3,231	546
8	Hospital Practice	1,823	534
9	Women's Wear Daily	6,592	529
10	Medical World News	1,794	522
11	Electronic News	5,592	502
12	The High Plains Journal	11,728	457
13	Postgraduate Medicine	1,842	445
14	Restaurant Business	2,419	372
15	Consultant	2,177	366
16	Computer Systems News	1,631	354
17	Restaurants & Institns.	3,011	320
18	Diversion	2,465	311
19	Nation's Restrnt. News	1,886	240
20	Data Communications	1,390	221
21	Modern Machine Shop	2,386	217
22	Journal of Accountancy	837	187
23	Info. Systems News	834	176
24	EDN	4,103	170
25	Computerworld	5,179	150
26	Patient Care	2,391	123
27	Computer Design	2,051	116
28	Amer. Family Physician	2,087	113
29	Institutional Distrib.	1,311	87
30	Packaging Digest	1,318	87
31	Sales & Mktng. Mgmt.	1,101	86
32	Real Estate Today	86	81
33	Computer Decisions	1,569	79
34	Electronic Products	1,368	75
35	Datamation	2,046	68
36	Laboratory Equipment	1,361	64
37	Business Insurance	1,544	58
38	Discount Store News	905	55
39	Mini-Micro Systems	2,265	46
40	Motor Magazine	572	40
41	Nursing '82	915	27
42	Instructor	769	25
43	Restaurant Hospitality	1,085	24
44	The Office	1,750	21
45	Learning	515	10
46	Telephony	3,304	4
47	Modern Salon	755	-8
48	Modern Office Procedures	1,323	-10
49	Chronicle of Higher Ed.	1,596	-11
50	Power	1,404	-13

[illegible]

1	Restaurants & Institns.	17,805	4,469
2	Medical Economics	18,189	4,264
3	Computerworld	28,531	3,888
4	JAMA	12,289	3,494
5	Mini-Micro Systems	9,800	3,050
6	Electronic News	16,873	2,794
7	Restaurant Business	10,987	2,686
8	Women's Wear Daily	25,220	2,583
9	Hospital Practice	6,739	2,357
10	Computer Systems News	6,000	2,200
11	New England Jrnl. of Med.	9,900	2,200
12	Medical World News	5,866	2,094
13	Electronic Design	19,147	2,028
14	EDN	15,278	1,992
15	Datamation	12,175	1,948
16	Diversion	8,467	1,812
17	Consultant	7,076	1,799
18	Nation's Restrnt. News	9,108	1,738
19	Computer Decisions	7,507	1,520
20	Annals of Internal Med.	3,643	1,492
21	Advertising Age	18,040	1,439
22	Aviation Wk. & Space Tech.	16,815	1,358
23	Postgraduate Medicine	5,665	1,349
24	Computer Design	7,921	1,231
25	Info. Systems News	4,100	1,200
26	Data Communications	3,180	1,088
27	Supermarket News	8,155	1,044
28	Emergency Medicine	6,500	1,000
29	Patient Care	7,644	951
30	HFD	9,062	929
31	Instructor	6,472	926
32	Journal of Accountancy	2,736	801
33	Drug Therapy	4,048	795
34	Modern Machine Shop	4,395	793
35	Travel Agent Magazine	10,108	793
36	Progressive Farmer	13,818	777
37	Infosystems	5,028	772
38	Elec. Engineering Times	9,280	680
39	Progressive Grocer	7,184	669
40	Automotive News	6,964	653
41	Amer. Family Physician	6,048	648
42	Business Insurance	5,034	631
43	Publishers Weekly	4,525	614
44	Hospitals	4,448	611
45	Petrol. Engineer Intl.	4,716	607
46	Packaging Digest	5,829	599
47	Interior Design	6,998	583
48	Motor Magazine	3,229	570
49	Bakery Production & Mktg.	4,900	560
50	Control Engineering	4,848	549

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

1	Annals of Internal Med.	1,676	52.9
2	Drug Therapy	1,639	49.9
3	Hospital Practice	1,823	41.4
4	Medical World News	1,794	41.0
5	Emergency Medicine	2,904	32.3
6	Postgraduate Medicine	1,842	31.9
7	Journal of Accountancy	837	28.8
8	Computer Systems News	1.636	27.7
9	Mini-Micro Systems	2,277	27.3
10	Information Systems News	834	26.7

1	New England Jnl. of Med.	4,620	26.5
2	JAMA	3,141	26.4
3	Restaurant Business	2,419	18.2
4	Medical Economics	4,044	17.5
5	Restaurants & Institns.	3,011	11.9
6	Women's Wear Daily	6,592	8.7
7	EDN	4,103	4.3
8	Datamation	1,848	3.4
9	Computerworld	5,023	3.0
10	Electronic Design	4,581	-0.9

1	Annals of Internal Med.	1,676	52.9
2	Hospital Practice	1,823	41.4
3	Medical World News	1,794	41.0
4	Emergency Medicine	2,904	32.3
5	Postgraduate Medicine	1,842	31.9
6	Journal of Accountancy	837	28.8
7	Computer Systems News	1,631	27.7
8	Mini-Micro Systems	2,265	27.3
9	HFD	3,231	20.3
10	Consultant	2,177	20.2

1	Drug Therapy	1,639	49.9
2	Information Systems News	834	26.7
3	Data Communications	1,342	24.0
4	Modern Machine Shop	2,386	10.0
5	Motor Magazine	572	7.5
6	Institutional Distrib.	1,311	7.1
7	Discount Store News	905	6.5
8	Electronic Products	1,368	5.8
9	Laboratory Equipment	1,361	4.9
10	Restaurant Hospitality	1,085	2.3

[illegible] business magazines by advertising revenue

1	Annals of Internal Med.	3,643	69.3
2	Computer Systems News	6,000	57.9
3	Medical World News	5,866	55.5
4	Hospital Practice	6,739	53.8
5	Data Communications	3,180	52.0
6	Mini-Micro Systems	9,800	45.2
7	Information Systems News	4,100	41.4
8	Journal of Accountancy	2,736	41.4
9	JAMA	12,289	39.7
10	Consultant	7,076	34.1

1	JAMA	12,289	39.7
2	Restaurant Business	10,987	32.4
3	Medical Economics	18,189	30.6
4	New England Jnl. of Med.	9,900	28.6
5	Restaurants & Institns.	17,805	24.2
6	Datamation	12,175	19.0
7	Computerworld	28,531	15.8
8	EDN	15,278	15.0
9	Electronic Design	19,147	11.8
10	Women's Wear Daily	25,220	11.4

1	Annals of Internal Med.	3,643	69.3
2	Computer Systems News	6,000	57.9
3	Medical World News	5,866	55.5
4	Hospital Practice	6,739	53.8
5	Journal of Accountancy	2,736	41.4
6	Consultant	7,076	34.1
7	Postgraduate Medicine	5,665	31.3
8	Diversion	8,467	27.2
9	Computer Decisions	7,507	25.4
10	Nation's Restrnt. News	9,108	23.6

1	Data Communications	3,180	52.0
2	Information Systems News	4,100	41.4
3	Drug Therapy	4,048	24.4
4	Modern Machine Shop	4,395	22.0
5	Motor Magazine	3,229	21.4
6	Hospitals	4,448	15.9
7	Laboratory Equipment	3,832	15.4
8	Institutional Distrib.	3,807	15.4
9	Petrol. Engineer Intl.	4,716	14.8
10	Air Condit., Htg., Refrig. News	3,900	13.0

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

1	Medical World News	6,026	59.8
2	Computer Systems News	6 000	57.9
3	Data Communications	3,908	56.1
4	Hospital Practice	6,739	53.8
5	Science	14,451	49.9
6	Annals of Internal Med.	6,863	44.5
7	Information Systems News	4,100	41.4
8	New England Jrnl. of Med.	19,237	39.8
9	JAMA	13,332	35.5
10	Consultant	7,076	34.1

1	Science	14,451	49.9
2	New England Jrnl. of Med.	19,237	39.8
3	JAMA	13,332	35.5
4	Restaurant Business	10,987	32.4
5	Medical Economics	19,171	29.9
6	Restaurants & Institns.	17,805	24.2
7	Datamation	12,175	19.0
8	Electronic News	18,547	18.6
9	Computerworld	33,325	15.9
10	American Banker	11,812	15.1

1	Medical World News	6,026	59.8
2	Computer Systems News	6,000	57.9
3	Hospital Practice	6,739	53.8
4	Annals of Internal Med.	6,863	44.5
5	Consultant	7,076	34.1
6	Postgraduate Medicine	5,665	31.3
7	Diversion	8,467	27.2
8	Computer Decisions	7,507	25.4
9	Nation's Restaurant News	9,977	20.8
10	Computer Design	8,037	19.4

1	Data Communications	3,908	56.1
2	Information Systems News	4,100	41.4
3	Drug Therapy	4,048	24.4
4	Modern Machine Shop	4,395	22.0
5	Air Condit., Htg., Refrig. News	4,799	16.0
6	Laboratory Equipment	3,832	15.4
7	Institutional Distrib.	3,807	15.4
8	Hospitals	4,610	14.6
9	Discount Store News	4,500	13.3
10	Petrol. Engineer Intl.	4,845	13.2

[illegible]

1	Architectural Record	74,853	335.9
2	Hoard's Dairyman	202,106	175.1
3	Computer Design	85,943	25.7
4	Medical Economics	182,693	14.2
5	Postgraduate Medicine	137,514	12.9
6	ABA Journal	350,000	12.7
7	Modern Salon	125,658	12.5
8	RN Magazine	374,830	9.8
9	American Banker	20,389	9.1
10	Aviation Wk. & Space Tech.	133,501	8.8

1	Medical Economics	182,693	14.2
2	American Banker	20,389	9.1
3	Aviation Wk. & Space Tech.	133,501	8.8
4	Adweek	56,305	6.9
5	Computerworld	119,589	5.2
6	Electronics	100,290	4.8
7	Oil & Gas Journal	64,541	4.7
8	JAMA	290,836	3.0
9	Women's Wear Daily	61,665	2.7
10	Restaurant Business	75,299	2.7

1	Architectural Record	74,853	335.9
2	Hoard's Dairyman	202,106	175.1
3	Computer Design	85,943	25.7
4	Postgraduate Medicine	137,514	12.9
5	ABA Journal	350,000	12.7
6	Modern Salon	125,658	12.5
7	RN Magazine	374,830	9.8
8	The Blood Horse	18,084	8.8
9	Infosystems	120,424	6.9
10	Medical World News	115,917	6.5

1	Spectrum	213,902	8.3
2	Data Communications	30,526	7.4
3	Building Supply News	36,478	4.1
4	Plastics Technology	40,656	3.5
5	Hardware Retailing	64,618	3.2
6	Ohio Farmer	103,160	3.1
7	Bakery Production & Mktg.	30,396	2.9
8	Hospitals	81,255	2.5
9	Control Engineering	81,514	2.5
10	Offshore	22,685	2.3

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

1	Architectural Record	74,853	335.9
2	Computer Design	2,957	155.1
3	Data Communications	30,526	32.9
4	Adweek	31,883	27.9
5	Medical Economics	29,766	18.5
6	ABA Journal	350,000	12.7
7	Professional Builder	8,368	12.3
8	RN Magazine	374,830	9.8
9	American Banker	20,389	9.1
10	Aviation Wk. & Space Tech.	133,501	8.8

1	Adweek	31,883	27.9
2	Medical Economics	29,766	18.5
3	American Banker	20,389	9.1
4	Aviation Wk. & Space Tech.	133,501	8.8
5	Computerworld	119,941	5.2
6	Electronics	100,290	4.8
7	Oil & Gas Journal	64,541	4.7
8	JAMA	233,457	2.7
9	Advertising Age	79,285	1.8
10	Engineering News Record	105,480	1.5

1	Architectural Record	74,853	335.9
2	Computer Design	2,957	155.1
3	ABA Journal	350,000	12.7
4	Professional Builder	8,368	12.3
5	RN Magazine	374,830	9.8
6	The Blood Horse	17,465	8.7
7	Modern Salon	100,471	5.6
8	Chronicle of Higher Ed.	69,926	3.9
9	Instructor	263,933	2.6
10	Business Insurance	26,834	2.3

1	Data Communications	30,526	32.9
2	Spectrum	213,902	8.3
3	Pensions & Invest. Age	12,096	6.4
4	Hardware Retailing	36,552	5.2
5	Ohio Farmer	103,160	3.1
6	Coal Age	21,027	0.4

[illegible]

1	Computer Design	116	182.9
2	Science	7,725	127.2
3	Adweek	1,180	89.4
4	Travel Agent Magazine	201	78.0
5	Data Communications	728	76.8
6	New England Jnl. of Med.	9,337	54.0
7	ABA Journal	1,925	48.9
8	Builder (NAHB)	1,770	43.0
9	Air Condit., Htg., Refrig. News	899	30.9
10	Spectrum	1,550	30.8

1	Science	7,725	127.2
2	Adweek	1,180	89.4
3	Travel Agent Magazine	201	78.0
4	New England Jnl. of Med.	9,337	54.0
5	Electronics	2,206	21.4
6	American Banker	5,800	21.2
7	Medical Economics	982	18.5
8	Computerworld	4,794	17.0
9	Engineering News Record	3,112	15.1
10	Aviation Wk. & Space Tech.	5,199	14.7

1	Computer Design	116	182.9
2	ABA Journal	1,925	48.9
3	Annals of Internal Med.	3,220	23.9
4	Architectural Record	2,098	22.5
5	Business Insurance	783	19.4
6	Progressive Architecture	1,143	17.6
7	Sales & Marketing Mgmt.	1,661	17.3
8	Chronicle of Higher Ed.	2,497	15.2
9	Publishers Weekly	1,936	13.5
10	The Blood Horse	1,184	13.1

1	Data Communications	728	76.8
2	Builder (NAHB)	1,770	43.0
3	Air Condit., Htg., Refrig. News	899	30.9
4	Spectrum	1,550	30.8
5	Pensions & Invest. Age	581	27.6
6	Discount Store News	200	21.1
7	Coal Age	363	17.3
8	Telephony	771	17.2
9	Pulp & Paper	105	15.0
10	Engineering & Mining Jrnl.	460	9.5

Figures are FOLIO estimates for the calendar year 1982.

Top 50 business magazines by avg. subscription circulation

[illegible]	[illegible]	[illegible]	[illegible]
1	Real Estate Today	608,440	-9.8
2	Nursing '82	545,712	3.8
3	RN Magazine	374,830	9.8
4	ABA Journal	350,000	12.7
5	Amer. Jrnl. of Nursing	345,329	-6.6
6	Instructor	263,933	2.6
7	AOPA Pilot	258,898	-0.5
8	Journal of Accountancy	255,569	2.2
9	American Medical News	249,041	ne
10	JAMA	233,457	2.7
11	Spectrum	213,902	8.3
12	New England Jrnl. of Med.	202,417	0.2
13	Learning	190,977	-6.0
14	Science	157,658	-0.3
15	Aviation Wk. & Space Tech.	133,501	8.8
16	Motor Magazine	125,651	-2.3
17	Chem. & Engineering News	125,319	1.8
18	Computerworld	119,941	5.2
19	Builder (NAHB)	118,001	-4.7
20	Engineering News Rec.	105,480	1.5
21	Modern Salon	100,471	5.6
22	Electronics	100,290	4.8
23	Annals of Internal Med.	91,959	1.1
24	Advertising Age	79,285	1.8
25	Architectural Record	74,853	335.9
26	Electrical Construction & Maint.	74,022	0.7
27	Prog. Architecture	70,829	-1.9
28	Chemical Engineering	69,970	0.6
29	Chronicle of Higher Ed.	69,926	3.9
30	Electronic News	66,967	-5.4
31	Oil & Gas Journal	64,541	4.7
32	Women's Wear Daily	61,665	0.7
33	Automotive News	61,417	-5.7
34	Nation's Restrnt. News	61,199	0.6
35	Supermarket News	56,876	-2.1
36	Billboard	49,492	-2.9
37	Modern Plastics	49,237	-1.5
38	Chemical Week	46,109	-2.1
39	Sales & Marketing Management	46,028	-2.2
40	American Metal Market	45,260	-2.8
41	Power	41,750	-18.8
42	Interior Design	38,413	-2.6
43	Publishers Weekly	37,954	0.2
44	Hardware Retailing	36,552	5.2
45	Drug Store News	36,156	ne
46	Gifts & Decorative Accessories	33,535	0.6
47	HFD	32,892	-2.6
48	Hydrocarbon Processing	32,788	1.8
49	Adweek	31,883	27.9
50	Data Communications	30,526	32.9

Top 50 business magazines by subscription revenue

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1	ni	Real Estate Today	10,343	2.3
2	2	New England Jrnl. of Med.	9,337	54.0
3	ni	Science	7,725	127.2
4	1	Nursing '82	7,244	3.2
5	3	American Banker	5,800	21.2
6	7	Aviation Wk. & Space Tech.	5,199	14.7
7	6	Billboard	5,160	11.1
8	8	RN Magazine	4,886	8.9
9	4	American Jrnl. of Nursing	4,835	3.2
10	9	Computerworld	4,794	17.0
11	5	Journal of Accountancy	4,747	2.0
12	10	American Metal Market	4,004	14.6
13	11	Women's Wear Daily	3,454	0.7
14	13	Advertising Age	3,439	13.8
15	18	Annals of Internal Med.	3,220	23.9
16	14	Instructor	3,166	8.0
17	16	Engineering News Record	3,112	15.1
18	12	AOPA Pilot	3,079	-1.5
19	20	Chronicle of Higher Ed.	2,497	15.2
20	19	Automotive News	2,408	7.6
21	17	Chem. & Engineering News	2,381	-11.7
22	21	Learning	2,311	7.0
23	22	Electronics	2,206	21.4
24	23	Architectural Record	2,098	22.5
25	24	Publishers Weekly	1,936	13.5
26	39	ABA Journal	1,925	48.9
27	26	Oil & Gas Journal	1,867	-4.8
28	33	Builder (NAHB)	1,770	43.0
29	25	Modern Salon	1,751	4.7
30	27	Electronic News	1,674	7.6
31	30	Sales & Marketing Mgmt.	1,661	17.3
32	28	Motor Magazine	1,588	-2.2
33	35	Spectrum	1,550	30.8
34	32	Chemical Engineering	1,531	13.7
35	29	Interior Design	1,336	-9.4
36	37	Chemical Week	1,308	13.1
37	34	Daily News Record	1,189	-3.9
38	42	The Blood Horse	1,184	13.1
39	38	Electrical Construction & Maint.	1,184	7.5
40	ni	Adweek	1,180	89.4
41	41	Progressive Architecture	1,143	17.6
42	36	Modern Plastics	1,132	-3.1
43	40	JAMA	1,043	0.0
44	45	Medical Economics	982	18.5
45	48	Air Condit., Htg., Refrig. News	899	30.9
46	44	Nation's Restrnt. News	869	-2.4
47	46	Chem. Mkt. Rep./Chem. Bus.	832	7.4
48	ni	Business Insurance	783	19.4
49	50	Telephony	771	17.2
50	49	Gifts & Decorative Accessories	738	11.0

*n.i. = not included last year
*n.e. = not estimated

Figures are FOLIO estimates for the calendar year 1982.

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[redacted]

[redacted]		
1	Interior Design	356
2	Annals of Internal Med.	332
3	Mini-Micro Systems	317
4	Consultant	306
5	Modern Machine Shop	304
6	Gifts & Decorative Accessories	298
7	Electronic Design	289
8	Computer Design	283
9	EDN	278
10	Diversion	277
11	MD Magazine	273
12	Restaurant Business	267
13	Communications News	263
14	Meetings & Conventions	261
15	Medical Economics	256
16	Modern Medicine	255
17	American Machinist	254
18	World Oil	253
19	Drug Therapy	248
20	Emergency Medicine	245
21	The Office	242
22	Datamation	241
23	Hardware Retailing	239
24	Restaurants & Institns.	237
25	Graphic Arts Monthly	225
26	Computer Decisions	224
27	Tooling & Production	224
28	Machine Design	223
29	Oil & Gas Journal	222
30	Physician's Management	219
31	Successful Meetings	215
32	Electronics	214
33	Power	207
34	Industrial Res. & Dev.	205
35	Petrol. Engineer Intl.	194
36	Prog. Architecture	190
37	Packaging Digest	189
38	Architectural Record	188
39	Chemical Engineering	186
40	Modern Office Procedures	185
41	Data Communications	184
42	Engineering & Mining Jrnl.	184
43	Plastics Technology	180
44	Business & Comml. Aviation	178
45	Physician & Sportsmedicine	178
46	Control Engineering	173
47	Purchasing Magazine	172
48	Amer. Jrnl. of Nursing	161
49	Electronic Products	159
50	Nursing '82	154

[redacted]		
1	Annals of Internal Med.	192
2	Communications News	175
3	Mini-Micro Systems	129
4	Consultant	125
5	Diversion	123
6	Interior Design	123
7	Modern Machine Shop	120
8	Gifts & Decorative Accessories	119
9	Meetings & Conventions	117
10	Electronic Design	113
11	MD Magazine	113
12	Computer Design	112
13	Drug Therapy	112
14	Restaurants & Institns.	111
15	Successful Meetings	108
16	EDN	107
17	Emergency Medicine	107
18	Restaurant Business	106
19	Modern Medicine	101
20	Oil & Gas Journal	101
21	Medical Economics	100
22	American Machinist	99
23	World Oil	99
24	Hardware Retailing	98
25	Physician's Management	97
26	ABA Journal	96
27	The Office	96
28	Computer Decisions	93
29	Plastics Technology	93
30	Power	93
31	Electronics	92
32	Machine Design	92
33	New Equipment Digest	91
34	Business & Comml. Aviation	89
35	Chemical Engineering	89
36	Packaging Digest	88
37	Amer. Jrnl. of Nursing	87
38	The High Plains Journal	86
39	Datamation	84
40	JAMA	83
41	Eng. & Mining Jrnl.	82
42	Physician & Sportsmedicine	81
43	Architectural Record	80
44	Prog. Architecture	80
45	Science	80
46	Petrol. Engineer Intl.	79
47	Tooling & Production	78
48	Data Communications	77
49	Nursing '82	77
50	Graphic Arts Monthly	76

Figures are FOLIO estimates for the calendar year 1982.

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1	Architectural Record	74,853	57,682
2	ABA Journal	350,000	39,308
3	RN Magazine	374,830	33,518
4	Medical Economics	182,693	23,954
5	Computer Design	85,943	17,573
6	Spectrum	213,902	16,310
7	Postgraduate Medicine	137,514	15,757
8	Modern Salon	125,658	13,981
9	Aviation Wk. & Space Tech.	133,501	10,772
10	New Equipment Digest	197,965	9,529
11	JAMA	290,836	8,564
12	Infosystems	120,424	7,768
13	Medical World News	115,917	7,030
14	Professional Builder	119,383	6,906
15	Instructor	263,933	6,620
16	Hospital Practice	195,729	6,557
17	Computerworld	119,589	5,917
18	Journal of Accountancy	255,569	5,514
19	The Office	140,909	5,038
20	Computer Decisions	121,938	4,847
21	Electronics	100,290	4,626
22	Mini-Micro Systems	101,284	4,446
23	Adweek	56,305	3,618
24	Hardware Retailing	64,618	3,207
25	Ohio Farmer	103,160	3,101
26	Oil & Gas Journal	64,541	2,917
27	Chronicle of Higher Ed.	69,926	2,611
28	Emergency Medicine	123,737	2,413
29	Advertising Age	79,285	2,260
30	Chem. & Engineering News	125,319	2,213
31	Power	54,900	2,200
32	Data Communications	30,526	2,112
33	Industrial Equip. News	195,686	2,025
34	Hospitals	81,255	1,994
35	Control Engineering	81,514	1,959
36	Plant Engineering	100,437	1,958
37	Modern Office Procedures	133,024	1,824
38	American Banker	20,389	1,697
39	Women's Wear Daily	61,665	1,675
40	Computer Systems News	47,933	1,573
41	Diversion	176,215	1,565
42	Engineering News Record	105,480	1,529
43	Business Insurance	41,114	1,490
44	The Blood Horse	18,084	1,467
45	Building Supply News	36,478	1,423
46	Successful Meetings	75,825	1,406
47	Plastics Technology	40,656	1,358
48	EDN	117,234	1,246
49	Industrial Res. & Dev.	107,101	1,218
50	Annals of Internal Med.	91,959	1,030

[illegible]

1	Architectural Record	74,853	57,682
2	ABA Journal	350,000	39,308
3	RN Magazine	374,830	33,518
4	Spectrum	113,902	16,310
5	Aviation Wk. & Space Tech.	133,501	10,772
6	Data Communications	30,526	7,556
7	Adweek	31,883	6,959
8	Instructor	263,933	6,620
9	JAMA	233,457	6,295
10	Computerworld	119,941	5,917
11	Journal of Accountancy	255,569	5,514
12	Modern Salon	100,471	5,328
13	Medical Economics	29,766	4,640
14	Electronics	100,290	4,626
15	Ohio Farmer	103,160	3,101
16	Oil & Gas Journal	64,541	2,917
17	Chronicle of Higher Ed.	69,926	2,611
18	Advertising Age	79,285	2,260
19	Chem. & Engineering News	125,319	2,213
20	Computer Design	2,957	1,798
21	American Banker	20,389	1,697
22	Engineering News Record	105,480	1,529
23	The Blood Horse	17,465	1,402
24	Annals of Internal Med.	91,959	1,030
25	Professional Builder	8,368	915
26	Pensions & Invest. Age	12,096	724
27	Business Insurance	26,834	613
28	Hydrocarbon Processing	32,788	574
29	Electrical Construction & Maint.	74,022	547
30	Women's Wear Daily	61,665	420
31	Chemical Engineering	69,970	411
32	Nation's Restrnt. News	61,199	362
33	New England Jrnl. of Med.	202,417	328
34	Gifts & Decorative Accessories	33,535	187
35	Travel Agent Magazine	29,416	161
36	Coal Age	21,027	84
37	Publishers Weekly	37,954	71
38	The Office	3,751	12
39	Iron Age	4,906	-13
40	Hospitals	6,203	-20
41	Telephony	28,557	-41
42	Pulp & Paper	2,990	-42
43	Control Engineering	2,481	-92
44	Discount Store News	23,836	-211
45	Eng. & Mining Jnl.	24,507	-300
46	Science	157,658	-496
47	Chem. Mktg.Rep./Chem. Bus.	16,722	-506
48	Hardware Retailing	36,552	-649
49	Modern Plastics	49,237	-767
50	HFD	32,892	-861

Figures are FOLIO estimates for the calendar year 1982.

1	Cablevision	3,903
2	National Jeweler	3,200
3	Electronic Buyers' News	2,860
4	MD Magazine	2,073
5	Multichannel News	2,011
6	Modern Medicine	1,844
7	Meetings & Conventions	1,733
8	Physician's Management	1,467
9	Prairie Farmer	1,443
10	Practical Cardiology	1,380
11	Physician & Sportsmed.	1,172
12	Chemical Equipment	1,141
13	Bus. & Comm. Aviation	1,072
14	Communications News	1,057
15	Drug Topics	988
16	Drug Store News	877
17	American Medical News	666
	Total	**28,887**

1	Amer. Medical News	329,352
2	Prairie Farmer	199,201
3	MD Magazine	154,442
4	Practical Cardiology	135,777
5	Modern Medicine	119,699
6	Physician's Mgt.	110,252
7	Physcn. & Sportsmed.	92,019
8	Drug Topics	77,946
9	Meetings & Conventns.	75,162
10	Chemical Equipment	70,539
11	Communications News	52,852
12	Bus. & Comm. Aviation	51,361
13	Elec. Buyers' News	46,491
14	Drug Store News	36,156
15	National Jeweler	30,365
16	Multichannel News	14,170
17	Cablevision	13,349
	Total	**1,609,133**

1	MD Magazine	159
2	Meetings & Conventions	144
3	National Jeweler	133
4	Physician's Management	122
5	Practical Cardiology	115
6	Physician & Sportsmed.	98
7	Chemical Equipment	95
8	Bus. & Comm. Aviation	89
9	Communications News	88
10	Cablevision	66
11	Prairie Farmer	63
12	Electronic Buyers' News	55
13	Drug Topics	43
14	Multichannel News	39
15	Drug Store News	35
16	Modern Medicine	15
17	American Medical News	14

1	Cablevision	0.76
2	American Medical News	0.54
3	Drug Store News	0.44
4	Prairie Farmer	0.35
5	Communications News	0.32
6	National Jeweler	0.32
7	Multichannel News	0.14
8	Bus. & Comm. Aviation	0.00
9	Chemical Equipment	0.00
10	Drug Topics	0.00
11	Electronic Buyers' News	0.00
12	MD Magazine	0.00
13	Meetings & Conventions	0.00
14	Modern Medicine	0.00
15	Physician & Sportsmed.	0.00
16	Physician's Management	0.00
17	Practical Cardiology	0.00

1	Meetings & Conventions	9,995
2	Prairie Farmer	8,600
3	Electronic Buyers' News	8,200
4	National Jeweler	8,128
5	Bus. & Comm. Aviation	7,003
6	American Medical News	6,407
7	MD Magazine	6,240
8	Cablevision	6,200
9	Modern Medicine	5,638
10	Practical Cardiology	4,800
11	Chemical Equipment	4,761
12	Physician's Management	4,220
13	Drug Topics	4,151
14	Communications News	3,786
15	Physician & Sportsmed.	3,668
16	Multichannel News	3,595
17	Drug Store News	3,500
	Total	**98,892**

1	Prairie Farmer	10,194
2	Meetings & Conventions	9,995
3	National Jeweler	8,361
4	Electronic Buyers' News	8,200
5	Bus. & Comm. Aviation	7,003
6	Cablevision	6,720
7	American Medical News	6,433
8	MD Magazine	6,240
9	Modern Medicine	5,638
10	Practical Cardiology	4,800
11	Chemical Equipment	4,761
12	Physician's Management	4,220
13	Drug Topics	4,151
14	Communications News	3,988
15	Drug Store News	3,898
16	Multichannel News	3,694
17	Physician & Sportsmed.	3,668
	Total	**101,964**

1	Bus. & Comm. Aviation	11.36
2	National Jeweler	11.15
3	Meetings & Conventions	11.08
4	Cablevision	9.11
5	Communications News	5.97
6	Chemical Equipment	5.62
7	Multichannel News	4.97
8	Modern Medicine	3.92
9	Drug Store News	3.87
10	Practical Cardiology	3.52
11	Electronic Buyers' News	3.39
12	Physician & Sportsmed.	3.32
13	Physician's Management	3.19
14	MD Magazine	3.11
15	Drug Topics	2.36
16	Prairie Farmer	1.88
17	American Medical News	0.41

1	Communications News	175
2	Meetings & Conventions	117
3	MD Magazine	113
4	Modern Medicine	101
5	Physician's Management	97
6	Bus. & Comm. Aviation	89
7	Physician & Sportsmed.	81
8	Drug Topics	45
9	Cablevision	44
10	Multichannel News	26
11	American Medical News	19
12	Chemical Equipment	n.e.*
13	Drug Store News	n.e.*
14	Electronic Buyers' News	n.e.*
15	National Jeweler	n.e.*
16	Practical Cardiology	n.e.*
17	Prairie Farmer	n.e.*

1	Amer. Medical News	249,041
2	Prairie Farmer	199,201
3	Drug Store News	36,156
4	National Jeweler	15,504
5	Communications News	11,208
6	Cablevision	9,960
7	Multichannel News	8,241
8	Bus. & Comm. Aviation	0
9	Chemical Equipment	0
10	Drug Topics	0
11	Electronic Buyers' News	0
12	MD Magazine	0
13	Meetings & Conventions	0
14	Modern Medicine	0
15	Physician & Sportsmed.	0
16	Physician's Management	0
17	Practical Cardiology	0
	Total	**529,311**

1	Prairie Farmer	1,594
2	Cablevision	520
3	Drug Store News	398
4	National Jeweler	233
5	Communications News	202
6	Multichannel News	99
7	American Medical News	26
8	Bus. & Comm. Aviation	0
9	Chemical Equipment	0
10	Drug Topics	0
11	Electronic Buyers' News	0
12	MD Magazine	0
13	Meetings & Conventions	0
14	Modern Medicine	0
15	Physician & Sportsmed.	0
16	Physician's Management	0
17	Practical Cardiology	0
	Total	**3,072**

1	Cablevision	52.24
2	American Medical News	20.00
3	Communications News	18.00
4	National Jeweler	15.00
5	Multichannel News	12.00
6	Drug Store News	11.02
7	Prairie Farmer	8.00
8	Bus. & Comm. Aviation	0.00
9	Chemical Equipment	0.00
10	Drug Topics	0.00
11	Electronic Buyers' News	0.00
12	MD Magazine	0.00
13	Meetings & Conventions	0.00
14	Modern Medicine	0.00
15	Physician & Sportsmed.	0.00
16	Physician's Management	0.00
17	Practical Cardiology	0.00

1	MD Magazine	273
2	Communications News	263
3	Meetings & Conventions	261
4	Modern Medicine	255
5	Physician's Management	219
6	Bus. & Comm. Aviation	178
7	Physician & Sportsmed.	178
8	Cablevision	110
9	Drug Topics	88
10	Multichannel News	66
11	American Medical News	33
12	Chemical Equipment	n.e.*
13	Drug Store News	n.e.*
14	Electronic Buyers' News	n.e.*
15	National Jeweler	n.e.*
16	Practical Cardiology	n.e.*
17	Prairie Farmer	n.e.*

*n.e. = not estimated

[illegible]

[illegible]		
1	Aviat. Wk.& Space Tech.	2,696
2	Bus. & Comm. Aviation	1,072
3	AOPA Pilot	557
4	Flying	548
	Total	**4,873**

[illegible]		
1	Aviation Wk.& Space Tch.	-2.5
2	Flying	-7.7
3	AOPA Pilot	-10.7
4	Bus. & Comm. Aviation	n.e.*

[illegible]		
1	Flying	-46
2	AOPA Pilot	-67
3	Aviation Wk.& Space Tech.	-70
4	Bus. & Comm. Aviation	n.e.*
	Total	**-183**

[illegible]		
1	Bus. & Comm. Aviation	89
2	Aviation Wk.& Space Tech.	52
3	AOPA Pilot	46
4	Flying	46

[illegible]		
1	Aviat. Wk.& Space Tch.	16,815
2	Bus. & Comm. Aviation	7,003
3	Flying	5,778
4	AOPA Pilot	3,164
	Total	**32,760**

[illegible]		
1	AOPA Pilot	9.7
2	Aviation Wk.& Space Tch.	8.8
3	Flying	-2.8
4	Bus. & Comm. Aviation	n.e.*

[illegible]		
1	Aviat. Wk.& Space Tch.	1,358
2	AOPA Pilot	279
3	Flying	-169
4	Bus. & Comm. Aviation	n.e.*
	Total	**1,468**

[illegible]		
1	Bus. & Comm. Aviation	11.36
2	Aviat. Wk.& Space Tch.	2.42
3	Flying	1.36
4	AOPA Pilot	1.02

[illegible]		
1	Flying	353,389
2	AOPA Pilot	258,898
3	Aviat. Wk.& Space Tch.	133,501
4	Bus. & Comm. Aviation	51,361
	Total	**797,149**

[illegible]		
1	Aviation Wk.& Space Tch.	8.8
2	AOPA Pilot	-0.5
3	Flying	-2.0
4	Bus. & Comm. Aviation	n.e.*

[illegible]		
1	Flying	-7,287
2	Aviat. Wk.& Space Tch.	10,772
3	AOPA Pilot	-1,184
4	Bus. & Comm. Aviation	n.e.*
	Total	**2,301**

[illegible]		
1	Flying	1.23
2	AOPA Pilot	0.99
3	Aviat. Wk.& Space Tch.	0.75
4	Bus. & Comm. Aviation	0.00

[illegible]		
1	Aviat. Wk.& Space Tch.	22,014
2	Flying	11,014
3	Bus. & Comm. Aviation	7,003
4	AOPA Pilot	6,243
	Total	**46,274**

[illegible]		
1	Aviation Wk.& Space Tch.	10.1
2	AOPA Pilot	4.7
3	Flying	2.3
4	Bus. & Comm. Aviation	n.e.*

[illegible]		
1	Bus. & Comm. Aviation	178
2	Aviation Wk.& Space Tech.	113
3	AOPA Pilot	108
4	Flying	107

[illegible]		
1	Bus. & Comm. Aviation	89
2	AOPA Pilot	61
3	Aviat. Wk.& Space Tch.	61
4	Flying	61

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Air Force Magazine, Airline Executive, Airline Pilot, Airport Services Management, Air Transport World, Astronautics & Aeronautics, Aviation Convention News, Aviation Mechanics Journal, Professional Pilot, Rotor & Wing International*; and approximately 14 non-audited magazines that accept advertising.

AOPA Pilot

Aircraft Owners & Pilots Association
7315 Wisconsin Avenue
Bethesda, Maryland 20814
(301) 654-0500
Published 12 times a year

Publisher: John L. Baker
Advertising Director: John F. Gorsuch

Editorial Description: AOPA Pilot is edited for the General Aviation pilots and plane owners who are members of the Aircraft Owners and Pilots Association. Reports on new developments in general aviation, the industry, aircraft, equipment, FAA rules, regulations, actions of other government agencies affecting private and business pilots. Special articles, features for beginners and experienced alike are designed to promote safer, more enjoyable flying through increased knowledge and pilot proficiency. Regular features include: What's New? Safety Corner, Spot Check; Notes From the Washington Council, Never Again, On the Airways, Vox Pilot, Legally Speaking, Answers for Pilots.

Member: ABC, SNAP
Rate Information:
Rates as of rate card No. 24, dated 1/83.

Freq.	BW	4C
1X	5,574	8,946
6X	5,072	8,140
12X	4,738	7,604

Advertising Data:
- •50% of all advertising space is full page ads.
- •46% of all space is run in full color.
- •200 advertisers placed 1/6 pg. or more in 1982.
- •50 advertisers ran 6X or more in 1982.

Demographic or regional editions: East/West.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Air Frame	275	49%
2. Avionics	90	16%
3. Travel/Resort	26	5%
4. Schools	50	9%
5. Classified	32	6%
All Others	84	15%
Total Ad Pages	557	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. A/C Sys. & Directories	327.83	44%
2. Safety	34.50	5%
3. Techniques & Training	64.66	9%
4. News	49.00	7%
5. ATC Sys. & Regulations	29.83	4%
All others	227.16	31%
Total Edit Pages	733.00	100%

Primary SRDS Classification No.: 4-Aviation
Average Ad/Edit Ratio: 48/52

Other Subscriber Research: 1) 1981 Reader Survey, AOPA, 5,959 Readers. 2) 1981 Reader Profile & Target Marketing Data, Burke Marketing Research, Inc. Cincinnati, 11,981 subscribers, questions on flying/buying activities.

[illegible]

[illegible]

1	Flying	274,244
2	AOPA Pilot	258,898
3	Aviat. Wk.& Space Tch.	133,501
4	Bus. & Comm. Aviation	0
	Total	**666,643**

[illegible]

1	Aviation Wk.& Space Tch.	8.8
2	Bus. & Comm. Aviation	0.0
3	AOPA Pilot	-0.5
4	Flying	-2.1

[illegible]

1	Aviat. Wk.& Space Tch.	10,772
2	AOPA Pilot	-1,184
3	Flying	-5,851
4	Bus. & Comm. Aviation	n.e.*
	Total	**3,737**

[illegible]

1	Aviat. Wk.& Space Tch.	38.95
2	Flying	12.98
3	AOPA Pilot	11.89
4	Bus. & Comm. Aviation	0.00

[illegible]

1	Aviat. Wk.& Space Tch.	5,199
2	Flying	3,559
3	AOPA Pilot	3,079
4	Bus. & Comm. Aviation	0
	Total	**11,837**

[illegible]

1	Aviation Wk.& Space Tch.	14.7
2	Flying	11.5
3	Bus. & Comm. Aviation	0.0
4	AOPA Pilot	-1.5

[illegible]

1	Flying	1,678
2	AOPA Pilot	0
3	Aviat. Wk.& Space Tch.	0
4	Bus. & Comm. Aviation	0
	Total	**1,678**

[illegible]

1	Flying	2.8
2	AOPA Pilot	0.0
3	Aviat. Wk.& Space Tch.	0.0
4	Bus. & Comm. Aviation	n.e.*

[illegible]

1	Flying	79,145
2	AOPA Pilot	0
3	Aviation Wk.& Space Tch.	0
4	Bus. & Comm. Aviation	0
	Total	**79,145**

[illegible]

1	AOPA Pilot	0.0
2	Aviation Wk.& Space Tch.	0.0
3	Flying	-1.8
4	Bus. & Comm. Aviation	n.e.*

[illegible]

1	AOPA Pilot	0
2	Aviation Wk.& Space Tech.	0
3	Bus. & Comm. Aviation	0
4	Flying	-1,436
	Total	**-1,436**

[illegible]

1	Flying	1.77
2	AOPA Pilot	0.00
3	Aviat. Wk.& Space Tch.	0.00
4	Bus. & Comm. Aviation	0.00

*n.e. = not estimated

Aviation Week & Space Technology

McGraw-Hill Inc.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-3288
Published weekly

Publisher: John W. Patten
Other Key Contacts: Frank W. Dube, Director North American Marketing & Sales; Robert Rottmeier, Director of International Marketing & Sales

Editorial Description: Aviation Week and Space Technology serves aerospace market sectors including military, government, commercial air transportation and corporate aviation. Industry coverage includes: military, commercial and corporate aircraft; rockets; missiles; space vehicles; powerplants; avionics; and related components and equipment.

Member: ABC, ABP
Rate Information:
Rates as of rate card No. 30, dated 1/1/83.

Freq.	BW	4C
1X	6430	7489
6X	6154	7097
12X	5911	6755

Primary SRDS Classification No.: 7

Average Ad/Edit Ratio: 45.9/54.1

Market Research Available: "AW&ST Buying Influence & Corporate Recognition" Conducted by McGraw-Hill Research in 1982. Sample for U.S. study was 1,000. Sample for outside U.S. study was 3,000.

Other Subscriber Research: Subscriber Profiles: 1981 U.S. Subscriber profile sample 3,000, conducted by McGraw-Hill Research. 1980 International (outside U.S.) Subscriber profile sample 1,050 conducted by McGraw-Hill Research.

Business Analysis of Circulation
1 —Industry & business.
(1-1) —Vehicle assoc. (air, space, ocean, land).
(1-2) —Avionic/electronic/electrical systems, components, parts & services.
(1-3) —Powerplants/propulsion/power.
(1-4) —Support equipment, hardware, machinery, materials, parts, supplies & services.
(1-5) —Scientific/research & development/eng./technical & consulting services.
2 —Government.
(2-1) —Air Force.
(2-2) —Navy/Marines.
(2-3) —Army.
(2-4) —DOD/administrative/attaches.
(2-5) —NASA.
(2-6) —Agencies (DOT, FAA, CAB DOC, ERDA).
(2-7) —Exec./legislative.
(2-8) —Other govt.
(2-9) —International.
3 —Air trans.
(3-1) —International/supplemental/trunk air carriers.
(3-2) —Intra-county/regional air carriers.
(3-3) —Services (passenger/freight) air carriers.
4 —Business & general aviation.
(4-1) —Aircraft owners, operational & flight pers.
(4-2) —Air taxi/commuter/helicopter operators & aviation services/airport operation
5 —Services.
(5-1) —Business (financial/insurance/legal/accounting).
(5-2) —Communications media.
(5-3) —Assns. (industry/business/professional/labor).
ST —Subtotal
6 —Education.
(6-1) —Professors/instructors/depts.
(6-2) —Students.
(6-3) —Libraries (college/public).
7 —Miscellaneous.
8 —Awaiting class.
TL —Total

TL. Total A. Corporate/command subs. addressed to division, unit or dept B. Corporate officials: chief execs.; vice-pres.; owners; partners, gen. mgmt.; gen. & flag officers; G.S. grades 16-18 C. Mgrs.; other execs.; dept. heads; military officers; G.S. grades 6-15, eng. & project mgrs. D. Eng., scientific, technical, design incl. sales reps./engrs.

(continued on page 611)

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]	
1 Women's Wear Daily	6,592
2 Daily News Record	2,490
Total	**9,082**

[illegible]	
1 Women's Wear Daily	8.7
2 Daily News Record	-4.6

[illegible]	
1 Women's Wear Daily	529
2 Daily News Record	-120
Total	**409**

[illegible]	
1 Women's Wear Daily	25
2 Daily News Record	10

[illegible]	
1 Women's Wear Daily	25,220
2 Daily News Record	9,753
Total	**34,973**

[illegible]	
1 Women's Wear Daily	11.4
2 Daily News Record	5.7

[illegible]	
1 Women's Wear Daily	2,583
2 Daily News Record	527
Total	**3,110**

[illegible]	
1 Daily News Record	1.64
2 Women's Wear Daily	1.50

[illegible]	
1 Women's Wear Daily	61,665
2 Daily News Record	23,771
Total	**85,436**

[illegible]	
1 Women's Wear Daily	2.7
2 Daily News Record	-3.9

[illegible]	
1 Women's Wear Daily	1,675
2 Daily News Record	-969
Total	**706**

[illegible]	
1 Women's Wear Daily	0.22
2 Daily News Record	0.20

[illegible]	
1 Women's Wear Daily	28,949
2 Daily News Record	10,941
Total	**39,890**

[illegible]	
1 Women's Wear Daily	9.9
2 Daily News Record	4.6

[illegible]	
1 Daily News Record	n.e.*
2 Women's Wear Daily	n.e.*

[illegible]	
1 Daily News Record	n.e.*
2 Women's Wear Daily	n.e.*

[illegible]	
1 Women's Wear Daily	61,665
2 Daily News Record	23,771
Total	**85,436**

[illegible]	
1 Women's Wear Daily	0.7
2 Daily News Record	-3.9

[illegible]	
1 Women's Wear Daily	420
2 Daily News Record	-969
Total	**-549**

[illegible]	
1 Women's Wear Daily	56.00
2 Daily News Record	50.00

[illegible]	
1 Women's Wear Daily	3,454
2 Daily News Record	1,189
Total	**4,643**

[illegible]	
1 Women's Wear Daily	0.7
2 Daily News Record	-3.9

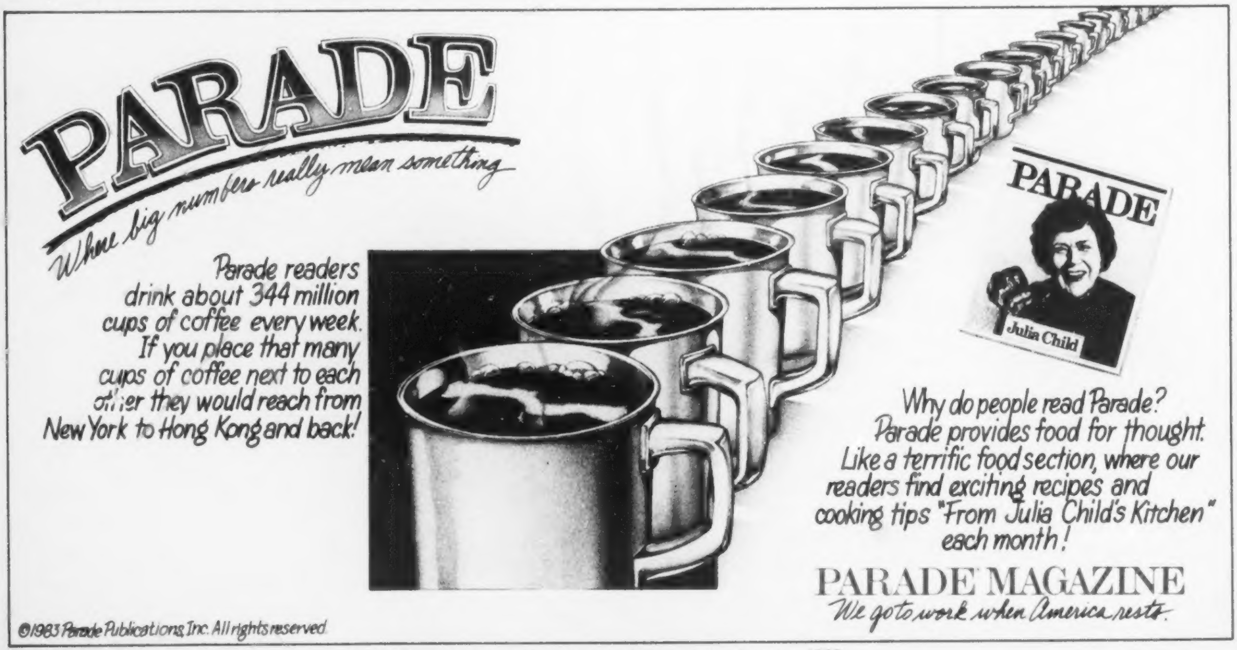
[illegible]	
1 Women's Wear Daily	276
2 Daily News Record	0
Total	**276**

[illegible]	
1 Women's Wear Daily	2.2
2 Daily News Record	0.0

*n.e. = not estimated

See special *Parade* sweepstakes card, page 66.

(Advertisement)



Parade readers drink about 344 million cups of coffee every week. If you place that many cups of coffee next to each other they would reach from New York to Hong Kong and back!

Why do people read Parade? Parade provides food for thought. Like a terrific food section, where our readers find exciting recipes and cooking tips "From Julia Child's Kitchen" each month!

PARADE MAGAZINE
We go to work when America rests.

©1983 Parade Publications, Inc. All rights reserved.

Figures are FOLIO estimates for the calendar year 1982.

[illegible]	
1 Women's Wear Daily	3,000
2 Daily News Record	0
Total	3,000

[illegible]	
1 Women's Wear Dailv	71.9
2 Daily News Record	0.0

[illegible]	
1 Women's Wear Daily	1,255
2 Daily News Record	0
Total	1,255

[illegible]	
1 Women's Wear Daily	0.50
2 Daily News Record	0.00

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Apparel News South, Bobbin, Chicago Apparel News, Fashion Showcase Retailer, Men's Retailer, Men's Wear, New York Apparel News, Sportstyle*; and approximately 15 non-audited magazines that accept advertising.

Daily News Record

Fairchild Publications, Inc.
7 East 12th Street
New York, New York 10003
(212) 741-4000
Published daily, Monday through Friday

Publisher: Herbert Blueweiss
Advertising Director: Nathan R. Abelson
Editorial Description: Daily News Record supplies fashion, product, merchandising and marketing news of men's and boy's wear and textiles. Coverage starts at the fiber producer level with daily primary market prices, and encompasses news of textile mills, clothing manufacturing, wholesaling and retailing, as well as primary prices, production and marketing news of textiles for industrial end products.
Member: ABC
Rate Information:
Rates as of rate card No. 18, dated 10/1/82

Freq.	BW	4C
1X	5,160	6,270
6X	3,680	4,790
13X	3,486	4,596

Primary SRDS Classification No.: 31

Averag: Ad/Edit Ratio: 50/50
Business Analysis of Circulation
TL —Total.
1 —Fabric mills, yarn producers, producers of natural & man-made fibers, yarns & fabrics, weavers, spinners, knitters, finishers, incl. their execs. & employees.
2 —Mftrs. of men's & boys' apparel incl. suits, slacks, rainwear, outerwear, shirts, knit wear, belts, accessories, hosiery, work clothes, career apparel, overcoats & topcoats, incl their execs. & employees.
3 —Wholesalers, jobbers, converts, selling agents, importers & exporters, incl. their execs. & employees.
4 —Retailers: department stores, independent men's & boys' specialty stores, hdqtrs. of mail order houses & chains, discount stores & mass merchandisers, variety stores, family clothing stores & resident buying offices, incl. their execs. & employees.
5 —Mftrs. of mill mach'y & equip. & needle trades mach'y & equip.: mftrs. of dyes & chemicals, incl their execs. & employees.
6 —Misc.
7 —Awaiting classification.

TL	1	2	3	4	5	6	7
24810	4461	6364	2929	6422	601	2421	1612

SportStyle Business Edition

Fairchild Publications
Division of Capital Cities Media
7 East 12th Street
New York, New York 10003
(212) 741-5976
Published bi-weekly

Associate Publisher: Sara Gold Rafel
Advertising Director: Michael Clinton
Other Key Contacts: John Horan, Editor; Diane Shelan, Promotion Manager

Editorial Description: SportStyle contains national and international news and features on men's, women's and children's active sportswear, athletic footwear and sports equipment. News coverage includes merchandising and marketing trends, personnel changes, trade shows and financial developments for retailers and manufacturers. Features include fashion trends and sports personalities. Regular market coverage includes skiing, racquets, running, camping, swimming, team apparel, golf, exercise and other participant sports. Special features include a fashion opinion column and an industry events and personalities column. Special issues are keyed to trade shows and selected topics like fabrications for sports apparel and Olympic promotions.

Member: BPA
Rate Information:
Rates as of rate card No. 6, dated 10/1/82.

Freq.	BW	4C
1X	3,270	4,420
6X	2,590	3,740
12X	2,198	3,348

Special rate cards available: Classified

Top 1982 Advertising Categories:
•1. Activewear
•2. Footwear
•3. Sports Equipment

Top 1982 Editorial Categories:
•1. Activewear
•2. Footwear
•3. Sports Equipment

See special *Parade* sweepstakes card, page 66.

(Advertisement)

PARADE
Where big numbers really mean something
Here's something you can bank on: Parade reaches ONE THIRD of all the households in America that earn $30,000 plus each year!
Last year Parade households bought 1.2 million refrigerators. If you were to place them side by side you'd have a line of refrigerators almost as long as The Great Wall of China!
PARADE MAGAZINE
We go to work when America rests.
©1983 Parade Publications, Inc. All rights reserved.

Primary SRDS Classification No.: 137

Subscriber Research Available: SportStyle Reader Study conducted by Market Probe International, sample size: 1,713.

Business Analysis of Circulation

TL —Total.
1 —Sporting goods stores, incl. ind. & chains selling clothes, accessories, equip. & related merchandise & services.
2 —Dept. stores, incl. ind. & chains selling clothes, accessories, equip. related merchandise & services.
3 —Apparel stores incl. men's, women's & family.
4 —Sports specialty stores incl. tennis, ski, outdoor & athletic footwear.
5 —Mftr's. of sportswear, athletic footwear & equip. incl. sporting goods & accessories.
6 —Wholesalers, jobbers & distrs. of sportswear athletic footwear.
7 —Importers & exporters of sportswear, athletic footwear & sports equip.
8 —Mftr's. reps.
9 —Resident buying offices.
10 —Fabric mills, yarn producers & producers of natural & man-made fibers.
11 —Others allied to the field.

TL	1	2	3	4	5	6	7	8
25682	8023	3045	1046	10169	1717	184	98	530

9	10	11
258	158	454

Women's Wear Daily

Fairchild Publications
Division Capital Cities Communications
7 East 12th Street
New York, New York 10003
(212) 741-4000
Published daily (Monday through Friday)

Publisher: John B. Fairchild
Assistant Publisher: Olivia Schaller
Other Key Contacts: Gene Fahy, Vice President—Group Sales; Michael F. Coady, Senior Vice President, Editor, Associate Publisher

Editorial Description: Women's Wear Daily reports on women's and children's ready-to-wear, sportswear, innerwear, accessories, furs, legwear, and active sportswear, and on fiber and fabrics, cosmetics and fragrance, to keep segments of the fast-changing fashion industry up-to-date on fashion and business news. Regional issues, published 5 times a year for each Chicago, Atlanta, Dallas and California market, give coverage of regional shows to retailers who shop these markets.

Member: ABC

Rate Information:
Rates as of rate card dated 7/1/82.

Freq.	BW	4C
1X	5,387.20	6,987.20
6X	4,468.80	6,068.80
13X	4,354.00	5,954.00

Advertising Data:
•45% of all advertising space is full page ads.
•4% of all space is run in full color.
•78 advertisers placed 1/6 pg. or more in 1982
•60 advertisers ran 6X or more in 1982.

Special rate cards available: Classified

Demographic or regional editions: Regionals: Dallas, Atlanta, California, Chicago. 5 times per year—total 20 issues.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Women's Apparel		55%
2. Beauty		20%
3. Accessories		12%
4. Children's Wear		8%
All Others		5%
Total Ad Pages		100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Women's Apparel		55%
2. Beauty		20%
3. Accessories		12%
4. Children's Wear		8%
All others		5%
Total Edit Pages		100%

Primary SRDS Classification No.: 35A

Average Ad/Edit Ratio: 58/42

Other Subscriber Research: 1982 Retailer Subscriber Survey, Market Probe International, 2,221 usable returns, questions on business interests and responsibilities.

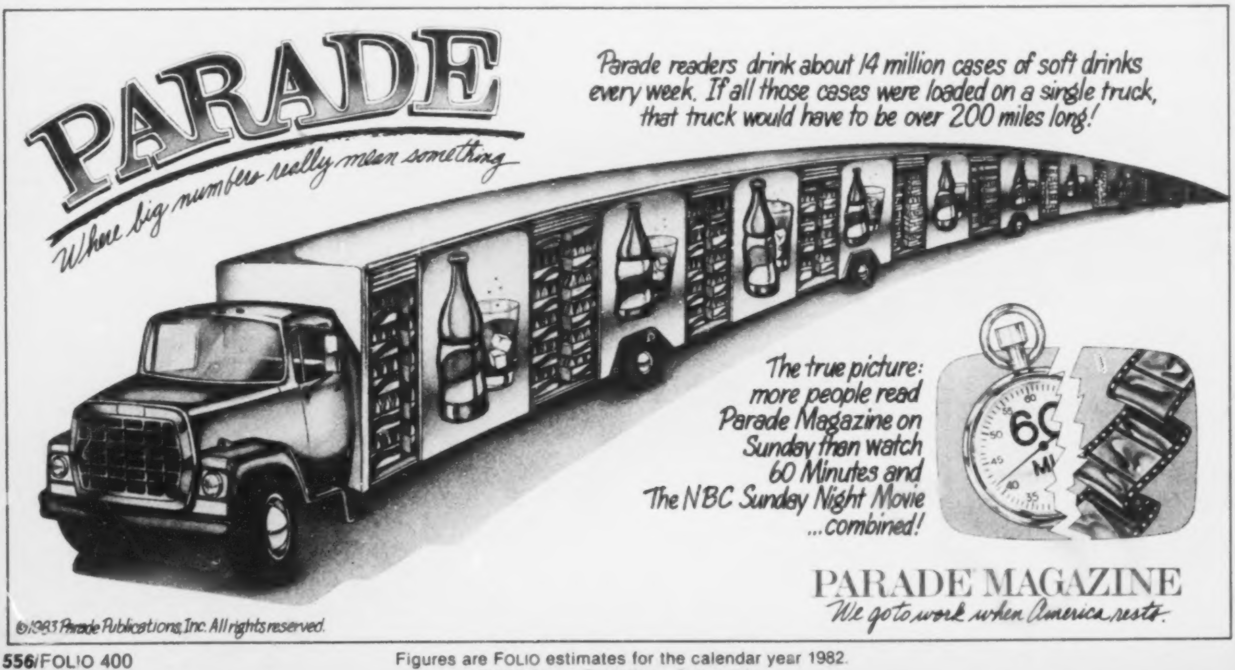
Business Analysis of Circulation

TL —Total
1 —Retailers inc. their execs, mdse mgrs., buyers & employees.
2 —Wholesalers incl. their execs. & employees.
3 —Mftrs. incl. their execs. & employees.
4 —Publications, radio & TV stations.
5 —Misc.
6 —Awaiting class. by business & industry.

TL	1	2	3	4	5	6
63535	24128	3306	17528	2123	14737	1713

See special *Parade* sweepstakes card, page 66.

(Advertisement)



PARADE
Where big numbers really mean something

Parade readers drink about 14 million cases of soft drinks every week. If all those cases were loaded on a single truck, that truck would have to be over 200 miles long!

The true picture: more people read Parade Magazine on Sunday than watch 60 Minutes and The NBC Sunday Night Movie ...combined!

PARADE MAGAZINE
We go to work when America rests.

©1983 Parade Publications, Inc. All rights reserved.

[illegible]

[illegible]	
1 Architectural Record	1,509
2 Prog. Architecture	1,320
Total	**2,829**

[illegible]	
1 Architectural Record	-1.1
2 Prog. Architecture	-4.5

[illegible]	
1 Architectural Record	-17
2 Prog. Architecture	-62
Total	**-79**

[illegible]	
1 Prog. Architectural	110
2 Architecture Record	108

[illegible]	
1 Architectural Record	6,857
2 Prog. Architecture	5,200
Total	**12,057**

[illegible]	
1 Architectural Record	2.2
2 Prog. Architecture	-1.7

[illegible]	
1 Architectural Record	150
2 Prog. Architecture	-90
Total	**60**

[illegible]	
1 Architectural Record	6.54
2 Prog. Architecture	6.12

[illegible]	
1 Architectural Record	74,853
2 Prog. Architecture	70,829
Total	**145,682**

[illegible]	
1 Architectural Record	335.9
2 Prog. Architecture	-1.9

[illegible]	
1 Architectural Record	3,682
2 Prog. Architecture	-1,357
Total	**2,325**

[illegible]	
1 Architectural Record	2.00
2 Prog. Architecture	1.34

[illegible]	
1 Architectural Record	8,955
2 Prog. Architecture	6,343
Total	**15,298**

[illegible]	
1 Architectural Record	6.4
2 Progressive Architecture	1.3

[illegible]	
1 Prog. Architecture	190
2 Architectural Record	188

[illegible]	
1 Architectural Record	80
2 Prog. Architecture	80

[illegible]	
1 Architectural Record	74,853
2 Prog. Architecture	70,829
Total	**145,682**

[illegible]	
1 Architectural Record	5.2
2 Progressive Architecture	-1.9

[illegible]	
1 Architectural Record	3,682
2 Prog. Architecture	-1,357
Total	**2,325**

[illegible]	
1 Architectural Record	28.02
2 Prog. Architecture	16.14

[illegible]	
1 Architectural Record	2,098
2 Prog. Architecture	1,143
Total	**3,241**

[illegible]	
1 Architectural Record	22.5
2 Prog. Architecture	17.6

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue to qualify for the 400, include the following audited magazines: *AIA Journal, Building Design and Construction, Texas Architect, Design Cost & Data* and approximately 5 non-audited magazines that accept advertising.

Architectural Record

McGraw-Hill, Inc.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-4685
Published 14 times a year

Publisher & Advertising Director: Paul B. Beatty

Editorial Description: Architectural Record is edited for architects and engineers engaged in building design and product specification. Editorial content includes business (news of building volume, legal activity, office practice, computers, marketing) design, engineering and new products and literature. Just over 50 percent of editorial is devoted to design: the presentation of important new buildings, design philosophy, urban planning and interior design.

Member: ABC, ABP, BPA, MPA

Rate Information:
Rates as of rate card No. 42, dated 10/82.

Freq.	BW	4C
1X	4920	6310
6X	4700	6090
12X	3970	5130

Advertising Data:
- •90% of all advertising space is full page ads.
- •73% of all space is run in full color.
- •300 advertisers placed 1/6 pg. or more in 1982.
- •35 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: McGraw-Hill Network.

Demographic or regional editions: Western, Eastern, Central, and Sunbelt.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Structural Systems	154	10.2%
2. Flooring	126	8.3%
3. Roofing/Siding	114	7.6%
4. Furnishings	94	6.2%
5. Glass & Plastics	106	7.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Building Design	577	51.5%
2. News	136	12.1%
3. General	135	12.0%
4. New Products	89	7.9%
5. Mfrs. Lit.	35	3.1%
All others	149	13.3%
Total Edit Pages	1,121	100.0%

Primary SRDS Classification No.: 4

Average Ad/Edit Ratio: 60/40

Market Research Available: Recent studies conducted by Architectural Record among samples of 1,000 architects: "Flexible Wiring," "Exterior Wall Insulation Systems," "Acoustical Ceilings," "Vertical Transportation," "Wall Covering."

Other Subscriber Research: 1982 subscriber research on professional practice among 1,000 each of 5 major groups of subscribers: architectural firms, engineering firms, government, design-and-construct firms, commercial/industrial firms.

Business Analysis of Circulation
1 —Architectural, architectural-eng. firms & architects & architect-engineers in private practice.
2 —Consulting eng. firms & engrs. in private practice.

Figures are FOLIO estimates for the calendar year 1982.

3 —Design firms
3-1 —Architectural
3-2 —Interior
3-3 —Landscape
3-4 —Other
4 —Contractors & builders.
5 —Gov't.
6 —Commercial/industrial/institutional
7 —Univ. colleges & schools
7-1 —Academic pers. & libraries
7-2 —Students
8 —Public libraries, professional clubs & societies & trade assoc.
9 —Others allied to the field
TL —Total

TL. Total A. Co. addressed copies. B. Owners & corp. execs., gen. mgrs. & mgrs.—registered architects. C. Engineers. D. Other mgmt. pers. E. Staff-registered architects. F. Engineers. G. Designers—registered architects. H. Engineers. I. Other designer pers. J. Draftsmen—registered architects. K. Engineers. L. Other draftsmen pers. M. Individuals & other employees—registered architects. N. Engineers. O. Other pers.

	TL	A	B	C	D	E	F	G
1—	45923	3300	22643	364	1157	9536	1014	603
2—	4650	522	140	2043	194	201	1072	25
3—	4474	294	172	55	2722	129	45	93
3-1—	1194	105	23	29	740	46	24	3
3-2—	1748	78	46	4	1056	37	3	3
3-3—	187	12	66	3	59	6	1	—
3-4—	1345	995	37	19	867	40	17	3
4—	2897	114	295	328	731	528	528	16
5—	3952	1026	49	19	47	1602	811	24
6—	6347	633	295	282	1009	1194	1375	36
7—	5759	2198	7	10	8	—	—	—
7-1—	2710	2193	7	1	10	—	—	—
7-2—	3029	5	—	—	—	—	—	—
8—	1301	1239	5	4	20	17	6	—
9—	1224	139	50	56	392	84	37	3
TL—	76527	9465	23656	3152	6282	13291	4888	716

	H	I	J	K	L	M	N	O
1—	89	5280	77	12	885	71	24	868
2—	33	218	9	5	77	12	21	78
3—	4	892	—	4	51	13	—	84
3-1—	2	181	—	2	16	3	—	20
3-2—	2	475	—	—	21	1	—	22
3-3—	—	14	—	—	1	6	—	19
3-4—	—	222	—	2	13	3	—	23
4—	11	191	3	1	26	21	10	94
5—	4	104	4	1	71	52	25	177
6—	27	610	6	5	49	77	115	634
7—	—	—	—	—	—	186	42	3315
7-1—	—	—	—	—	—	180	41	278
7-2—	—	—	—	—	—	6	1	3037
8—	—	1	—	—	1	1	—	7
9—	—	48	—	—	2	66	18	329
TL—	168	7344	99	28	1098	499	255	5586

Progressive Architecture

Penton/IPC
600 Summer Street
Stamford, Connecticut 06904
(203) 348-7531
Published monthly

Publisher: James J. Hoverman

Advertising Director: Charles B. Selden
Other Key Contacts: John F. Kelley, Western Sales Manager; Daniel H. Desimone, Business Manager

Editorial Description: Progressive Architecture is edited for individuals within the architectural profession responsible for designing and specifying materials for buildings in the U.S.A. Each issue contains reports of interest to the profession. Feature articles discuss new buildings and contemplated projects; trends in design and construction; social, political, economic forces affecting building design; philosophy of building design; advances in building technology; developments in interior design. Regular columns discuss specifications writing; legal aspects of architectural practice. A News Report section, devoted to news of buildings, people, financial and government aspects.

Member: ABC, ABP, MPA
Rate Information:
Rates as of rate card dated 9/1/82.

Freq.	BW	4C
1X	4,675	5,810
6X	4,410	5,545
12X	3,660	4,795

Rate Base: 73,000 as of 9/1/82.

Advertising Data:
- •90% of all advertising space is full page ads.
- •85% of all space is run in full color.
- •300 advertisers placed 1/6 pg. or more in 1982.
- •100 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Management Personal Time.
Demographic or regional editions: Western Regional Edition (14 Western States & Texas), all issues.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Interior Design	401	31%
2. Windows, Doors, Glass	168	13%
3. Mech. & Elec.	156	12%
4. Structural	143	11%
5. Materials & Systems	207	16%
All Others	221	17%
Total Ad Pages	1,296	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Arch. Design	400	42%
2. Interiors	127	13%
3. Technics	101	11%
4. News	127	13%
5. New Products	63	7%
All others	142	14%
Total Edit Pages	960	100%

Primary SRDS Classification No.: 4

Average Ad/Edit Ratio: 57/43

Market Research Available: "Study of the Architectural Market," Harvey Research Organization, sample size: 1,085.

Business Analysis of Circulation
1 —Architectural, architectural-eng. firms & architects & architect-engrs. in private practive
2 —Consulting eng. firms & engrs. in private practice
(2-1) —Civil
(2-2) —Electrical
(2-3) —Mechanical
(2-4) —All other
3 —Design firms
(3-1) —Architectural (not headed by registered architect)
(3-2) —Interior
(3-3) —Landscape
(3-4) —Other
4 —Contrs. & builders
(4-1) —Builders & constr. specializing in single family dwellings & light commercial constr.
(4-2) —Constr. specializing in commercial, industrial & pther heavy building constr.
(4-3) —Builders & constrs. engaged in both of the above
(4-4) —Builders & constrs. unidentified as to type of building
5 —Gov't.
(5-1) —Federal
(5-2) —State, county, municipal, township & district
(5-3) —Foreign
6 —Commercial/industrial/insts. incl. mftrs., stores, hotels, restaurants, transp. co., utilities insts., hosp., churches, banks, savings & loan mortgage co. realty co., developers, insurance co. & shopping centers
7 —Univ., colleges & schools
8 —Public libraries, professional clubs, societies & trade asoc.
9 —Others allied to the field.
10 —Awaiting clasification
TL —Total

TL. Total A. Subs. in co. name B. Owners & corp. exec., gen mgrs. & mgrs. C. Registered staff architects D. Staff engrs. E. Designers F. Draftsmen

	TL	A	B	C	D	E	F
1 —	40495	726	20762	7631	253	8082	2771
2 —	2679	98	1248	141	573	415	167
(2-1)	1385	57	685	70	300	178	76
(2-2)—	339	6	194	7	76	37	18
(2-3)—	288	2	154	8	85	25	11
(2-4)—	667	33	215	56	112	175	62
3 —	7861	89	5192	387	91	1707	206
(3-1)—	1844	18	1309	70	8	376	39
(3-2)—	2109	28	1419	54	18	533	41
(3-3)—	580	5	405	17	—	57	11
(3-4)—	3328	38	2059	246	65	741	115
4 —	3907	70	2437	352	167	638	113
(4-1)—	933	8	670	74	8	117	32
(4-2)—	925	13	529	98	60	158	21
(4-3)—	356	6	225	37	6	62	5
(4-4)—	1693	43	1013	143	93	301	55
5 —	3128	592	274	988	257	694	100
(5-1)—	1047	285	61	320	112	190	22
(5-2)—	1584	121	181	484	128	454	69
(5-3)—	497	186	32	184	17	50	9
6 —	5807	341	2011	751	571	1416	218
7 —	7468	1646	—	—	—	—	—
(7-1)—	2228	1646	—	—	—	—	—
(7-2)—	5240	—	—	—	—	—	—
8 —	372	293	32	13	1	14	3
9 —	1082	90	605	76	21	148	18
10 —	235	27	54	—	—	—	—
TL —	73034	3972	32615	10339	1934	13114	3596

1	Automotive News	1,823
2	Motor Magazine	572
	Total	**2,395**

1	Motor Magazine	7.5
2	Automotive News	-1.1

1	Motor Magazine	40
2	Automotive News	-20
	Total	**20**

1	Motor Magazine	48
2	Automotive News	34

1	Automotive News	6,964
2	Motor Magazine	3,229
	Total	**10,193**

1	Motor Magazine	21.4
2	Automotive News	10.3

1	Automotive News	653
2	Motor Magazine	570
	Total	**1,223**

1	Automotive News	2.14
2	Motor Magazine	2.14

1	Motor Magazine	125,651
2	Automotive News	61,417
	Total	**187,068**

1	Motor Magazine	-2.3
2	Automotive News	-5.7

1	Motor Magazine	-2,954
2	Automotive News	-3,453
	Total	**-6,407**

1	Motor Magazine	1.05
2	Automotive News	0.74

1	Automotive News	9,372
2	Motor Magazine	4,817
	Total	**14,189**

1	Motor Magazine	12.8
2	Automotive News	9.6

1	Motor Magazine	92
2	Automotive News	63

1	Motor Magazine	44
2	Automotive News	29

1	Motor Magazine	125,651
2	Automotive News	61,417
	Total	**187,068**

1	Motor Magazine	-2.3
2	Automotive News	-5.7

1	Motor Magazine	-2,954
2	Automotive News	-3,453
	Total	**-6,407**

1	Automotive News	39.21
2	Motor Magazine	12.00

1	Automotive News	2,408
2	Motor Magazine	1,588
	Total	**3,996**

1	Automotive News	7.6
2	Motor Magazine	-2.2

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include approximately 35 audited and 30 non-audited magazines.

Automotive News

Crain Communications Inc.
965 East Jefferson Avenue
Detroit, Michigan 48207
(313) 567-9520
Published weekly

Publisher: Keith E. Crain
Advertising Director: M. Reid MacGuidwin
Other Key Contacts: Howard Bradley, East Coast Manager; William Gallagher, Midwest Manager; James Mills, West Coast Manager

Editorial Description: Automotive News covers current events and developments involving the automotive trade. News articles include sales and production figures, market analysis, interpretation of news reports, insight into industry problems, legislation affecting the automotive business, new styling, engineering, production and material developments, special reports. Special features include: monthly sections covering Auto Making, Service Management, Automotive World News, the Truck Industry and Leisure Vehicles.

Member: ABC, ABP
Rate Information:
Rates as of rate card No. 50, dated 9/1/82.

Freq.	BW	4C
1X	3,570	4,610
6X	3,498.60	4,425.60
12X	2,467.20	4,333.40

Demographic or regional editions: Automotive Demographic Manufacturing Edition, published every fourth Monday. Provides expanded coverage of automotive manufacturers and their suppliers worldwide. Coverage includes the areas of management, engineering, purchasing, manufacturing, design and marketing. Automotive Manufacturing Demographic Section Circulation: 26,982—rates available. Regional advertising rates available, contact publisher.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Media	258	14.15%
2. Finance & Insurance	242	13.28%
3. Car Accessories	210	11.52%
4. Passenger Car & Truck	204	11.19%
5. Refinish & Appearance	182	9.98%
All Others	727	39.88%
Total Ad Pages	1823	100.00%

Primary SRDS Classification No.: 6

Average Ad/Edit Ratio: 53/47

Business Analysis of Circulation

1 —New car & truck dealer establishments.
2 —Used car dealers.
3 —Repair & service outlets.
4 —Automotive jobbers & warehouse distrs.
5 —Fleets.
ST —Subtotal.
6 —Mftrs. of motor vehicles & equip.
7 —Banks, insurance & finance cos.
8 —Trade schools & assns.
9 —Advertising agencies & other publishers.
10 —Govt.
11 —Misc.
12 —Awaiting class. by business & industry.
TL —Total

TL. Total A. Co. subs., owners, execs., service mgrs. & foremen B. Salesmen & all other employees.

	TL	A	B
1—	26904	23644	3260
2—	2736	2416	320
3—	1341	1341	—
4—	2085	2085	—
5—	3020	3020	—
ST—	36086	32056	3580
6—	15586	—	—
7—	4250	—	—
8—	1474	—	—
9—	2534	—	—
10—	685	—	—
11—	3117	—	—
12—	863	—	—
TL—	64595	—	—

(continued on page 653)

Figures are FOLIO estimates for the calendar year 1982.

[illegible]	
1 Chemical Engineering	2,606
2 Hydrocarbon Processing	1,976
3 Chemical Week	1,836
4 Chemical Processing	1,578
5 Chemical & Eng. News	1,142
6 Chemical Equipment	1,141
Total	**10,279**

[illegible]	
1 Chemical Processing	-13.8
2 Chemical Engineering	-15.0
3 Chemical Week	-15.0
4 Hydrocarbon Processing	-18.0
5 Chemical & Eng. News	-23.1
6 Chemical Equipment	n.e.*

[illegible]	
1 Chemical Processing	-253
2 Chemical Week	-323
3 Chemical & Eng. News	-344
4 Hydrocarbon Processing	-435
5 Chemical Engineering	-459
6 Chemical Equipment	n.e.*
Total	**-1,814**

[illegible]	
1 Hydrocarbon Processing	165
2 Chemical Processing	113
3 Chemical Engineering	97
4 Chemical Equipment	95
5 Chemical Week	35
6 Chemical & Eng. News	22

[illegible]	
1 Chemical Engineering	11,133
2 Chemical Week	8,872
3 Hydrocarbon Processing	5,802
4 Chemical Processing	5,444
5 Chemical & Eng. News	5,400
6 Chemical Equipment	4,761
Total	**41,412**

[illegible]	
1 Chemical Processing	-7.3
2 Chemical Week	-7.7
3 Chemical & Eng. News	-12.1
4 Hydrocarbon Processing	-12.3
5 Chemical Engineering	-14.5
6 Chemical Equipment	n.e.*

[illegible]	
1 Chemical Processing	-427
2 Chemical Week	-737
3 Chemical & Eng. News	-741
4 Hydrocarbon Processing	-814
5 Chemical Engineering	-1,887
6 Chemical Equipment	n.e.*
Total	**-4,606**

[illegible]	
1 Hydrocarbon Processing	13.11
2 Chemical Engineering	5.89
3 Chemical Equipment	5.62
4 Chemical Processing	4.86
5 Chemical Week	3.27
6 Chemical & Eng. News	0.84

[illegible]	
1 Chemical & Eng. News	125,319
2 Chemical Processing	80,073
3 Chemical Equipment	70,539
4 Chemical Engineering	69,970
5 Chemical Week	52,117
6 Hydrocarbon Process.	36,870
Total	**434,888**

[illegible]	
1 Chemical Processing	5.0
2 Chemical & Eng. News	1.8
3 Hydrocarbon Processing	1.7
4 Chemical Engineering	0.6
5 Chemical Week	-2.2
6 Chemical Equipment	n.e.*

[illegible]	
1 Chemical & Eng. News	2,213
2 Hydrocarbon Processing	620
3 Chemical Engineering	411
4 Chemical Processing	4
5 Chemical Week	-1,166
6 Chemical Equipment	n.e.*
Total	**2,082**

[illegible]	
1 Chemical Engineering	0.81
2 Hydrocarbon Processing	0.72
3 Chemical Week	0.48
4 Chemical & Eng. News	0.37
5 Chemical Equipment	0.00
6 Chemical Processing	0.00

[illegible]	
1 Chemical Engineering	12,664
2 Chemical Week	10,180
3 Chemical & Eng. News	7,781
4 Hydrocarbon Processing	6,120
5 Chemical Processing	5,444
6 Chemical Equipment	4,761
Total	**46,950**

[illegible]	
1 Chemical Week	-5.4
2 Chemical Processing	-7.3
3 Hydrocarbon Processing	-11.5
4 Chemical Engineering	-11.9
5 Chemical & Eng. News	-12.0
6 Chemical Equipment	n.e.*

[illegible]	
1 Chemical Engineering	186
2 Chemical Week	73
3 Chemical & Eng. News	65
4 Chemical Equipment	n.e.*
5 Chemical Processing	n.e.*
6 Hydrocarbon Processing	n.e.*

[illegible]	
1 Chemical Engineering	89
2 Chemical & Eng. News	42
3 Chemical Week	38
4 Chemical Equipment	n.e.*
5 Chemical Processing	n.e.*
6 Hydrocarbon Processing	n.e.*

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Aerosol Age, Chemical Engineering Progress, Chemical Industry Product News, Chemical Purchasing, HAPPI, Industrial Chemical News, Soap/Cosmetics/Chemical Specialties* and approximately 5 non-audited magazines that accept advertising.

Chemical & Engineering News

American Chemical Society
Ad Management: Centcom, Ltd.
25 Sylvan Road South, Box 231
Westport, CT 06881
(203) 226-7131
Published 51 times a year

Advertising Director: Benjamin W. Jones

Other Key Contacts: Thomas N.J. Koerwer, President, Centcom, Ltd.

Editorial Description: Chemical & Engineering News is edited to provide coverage of technical and business developments through the chemical process industries. Reports on management, industry and business, sales and marketing, research, production and technology, chemicals, equipment, international, government and people.

Member: ABC

Rate Information:

Rates as of rate card No. 39, dated 1/83.

Freq.	BW	4C
1X	4980	7170
6X	4570	6760
12X	4240	6430

Networks or combination buys through which publication is available: Available in combination with other American Chemical Society publications.

Demographic or regional editions: C&E News/Industrial (75,000 subs), C&E News/Executive (45,000 subs), C&E News/International (10,000 subs).

Top Four 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Chemicals	674	59%
2. Chem. Services	40	4%
3. Other Products	171	15%
4. Classified	246	21%
All Others	11	1%
Total Ad Pages	1142	100%

Top Four 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Industry News	1084	50%
2. Feature Articles	281	13%
3. Regular Departments	780	36%
4. New Products	22	1%
Total Edit Pages	2167	100%

Primary SRDS Classification No.: 28

Average Ad/Edit Ratio: 35/65

Market Research Available: "How Industry Buys Chemicals," Dun & Bradstreet, 1979, sample size 10,000, product-by-product, industry-by-industry, 210-pages.

Other Subscriber Research: 1982 Market Position studies (3) by Mar/Stat Research, 2,000 sample each, chemical brand preferences. 1982 Company Image Study, Mar/Stat Research, 2,000 sample, ranking of 124 chemical firms by reader preferences.

Business Analysis of Circulation

TL —Total.
1 —Chemical & chemical eng. process industries.
(1-1) —Cos. & officials, proprietors, chairmen of boards, pres., vice-pres., gen. mgrs., secretaries, treas.
(1-2) —Works execs., works mgrs., supts.
(1-3) —Supvs., foremen & dept. heads not elsewhere class.

Figures are FOLIO estimates for the calendar year 1982.

1	Chemical & Eng. News	125,319
2	Chemical Engineering	69,970
3	Chemical Week	46,109
4	Hydrocarbon Process.	32,788
5	Chemical Equipment	0
6	Chemical Processing	0
	Total	**274,186**

1	Chemical & Eng. News	1.8
2	Hydrocarbon Processing	1.8
3	Chemical Engineering	0.6
4	Chemical Processing	0.0
5	Chemical Week	-2.1
6	Chemical Equipment	n.e.*

1	Chemical & Eng. News	2,213
2	Hydrocarbon Processing	574
3	Chemical Engineering	411
4	Chemical Equipment	0
5	Chemical Processing	0
6	Chemical Week	-966
	Total	**2,232**

1	Chemical Week	28.36
2	Chemical Engineering	21.88
3	Chemical & Eng. News	19.00
4	Hydrocarbon Processing	9.72
5	Chemical Equipment	0.00
6	Chemical Processing	0.00

1	Chemical & Eng. News	2,381
2	Chemical Engineering	1,531
3	Chemical Week	1,308
4	Hydrocarbon Processing	319
5	Chemical Equipment	0
6	Chemical Processing	0
	Total	**5,539**

1	Chemical Engineering	13.7
2	Chemical Week	13.1
3	Hydrocarbon Processing	5.2
4	Chemical Processing	0.0
5	Chemical & Eng. News	-11.7
6	Chemical Equipment	n.e.*

*n.e. = not estimated

(1-4) —Engineers, dirs. of eng., chief engrs., chem., mechanical, electrical, plant, research, development design & process engrs.
(1-5) —Technical dirs., research/development mgrs., chief chemists, dirs. of development (incl. dirs. of research & development), development mgrs.
(1-6) —Technical dirs., research/development mgrs., chief chemists-research dirs., research mgrs., chief chemists.
(1-7) —Chemists & metallurgists (plant, control, research development).
(1-8) —Sales & adv. pers.
(1-9) —Other employees incl. purchasing mgrs. & buyers.
2 —Engineering-construction firms, independent labs., consultants, gov't & public utilities.
(2-1) —Eng. & constr. firms, ind. labs. & consultants.
(2-2) —Government.
(2-3) —Public utilities.
3 —Independent wholesalers, jobbers, retailers & mftrs. reps.
4 —Professors & instructors (of whom 1.63% are industrial consultants).
5 —Financial banks, trust cos., investment houses, insurance cos.
6 —Chemical eng. & chemistry students.
7 —Univs., colleges & technical schools.
8 —Newsdealers, booksellers & societies.
9 —Public libraries.
10 —Other (not elsewhere classified).
11 —Awaiting class. by business & industry.

TL	1	(1-1)	(1-2)	(1-3)	(1-4)	(1-5)	(1-6)
124838	53543	8325	1802	5795	3869	3179	4273
(1-7)	(1-8)	(1-9)	2	(2-1)	(2-2)	(2-3)	3
20741	1803	3756	16225	6933	8609	623	801
4	5	6	7	8	9	10	11
23160	381	11509	2466	479	284	8997	6993

Chemical Engineering

McGraw-Hill Inc.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-6366
Published biweekly

Publisher: Alfred B. Reed
Advertising Director: Peter B. Stien
Other Key Contacts: John Renouard, Buyers Guide Ad Mgr.; William Graham, Production Mgr.

Editorial Description: Chemical Engineering is edited to inform chemical engineers and other technical personnel in the Chemical Process Industries about technical and industrial developments, and interpret their significance. Content includes a newletter, roundup feature news, stories that highlight trends, articles describing new engineering techniques, pollution control processes, extensive state-of-the-art reports, plus coverage of offerings of new equipment, new chemicals, materials, engineering systems and services new manufacturers' literature, and new technical books. Regular departments include Process Technology, professional development (You & Your Job,) Operation & Maintenance, Cost File Materials Engineering Forum and Plant Notebook.

Member: ABC
Rate Information:
Rates as of rate card No. 41, dated 1/10/83.

Freq.	BW	4C
1X	4350	6070
7X	3990	5710
13X	3735	5455

Advertising Data:
•84% of all advertising space is full page ads.
•40% of all space is run in full color.
•669 advertisers placed 1/6 pg. or more in 1982.
•122 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Professional Managerial Network McGraw-Hill Publications Co. NYC.

Special rate cards available: International Rate Card, Classified Rate Card, CE Buyers Guide Rate Card.

Demographic or regional editions: Overseas International Editions: Chemical Engineering, Equipment Buyer's Guide (annual).

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Liq. Gas Hand. Equip.	751	29%
2. Equip. Proc. Equip.	642	25%
3. Instrumentation Equip.	339	13%
4. Services & Sup.	170	6%
5. Materials of Const.	150	6%
All Others	554	21%
Total Ad Pages	2606	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Chem. Eng. Practice	804	34%
2. News	561	23%
3. New Products	165	7%
4. Plant Operations	123	5%
5. Career Guidance	79	3%
All others	675	28%
Total Edit Pages	2407	100%

Primary SRDS Classification No.: 28

Average Ad/Edit Ratio: 53.4/46.6

Market Research Available: 1982 Recognition Rankings of Suppliers to the CPI—Chemical Engineering 15,000. Petrochemical & Refining Buying Universe Exhibit Surveys 2500 Petrochem Show Attendees. Liquid Gas & Air Handling Expenditure Study McGraw-Hill Research, 13,492 CPI Plants. CPI Buying Universe—Exhibit Surveys-2200 Chem. Show Attendees. Chemical Process Industries-Plant Census U.S. Census of manufacturing plants.

Other Subscriber Research: Domestic & International Audience Profile, McGraw-Hill Research 1981, Sample Size 2850, Questions on Buying Involvement, Personal Characteristics, Work Related Demographics.

Business Analysis of Circulation
TL —Total.
1 —Mftrs. utilizing chemical or chemical eng. processes & equip. in producing processing & using heavy chemicals, fine chemicals & chemical raw materials, in chemical converting industries such as mftrs. of agri., automotive, household & industrial chemical specialties; in mfg. & process of natural raw materials using prods. of chemical producing & chemical converting industries.
(1-1) —Cos. & officials, proprietors, chairmen of bds, pres., v-p., gen. mgrs., supts.
(1-2) —Works execs., works mgrs., supts.
(1-3) —Supvrs., foremen & dept. heads not elsewhere classified.
(1-4) —Engrs., directors of eng., chief engrs., chemical, mechanical, electrical, plant, research, development, design & process engrs.
(1-5) —Dirs. of development (incl. dir. of research & development), development mgrs.
(1-6) —Research dirs., research mgrs., chief chemists.

(1-7) —Chemists & metallurgists (plant, control, research, development).
(1-8) —Sales & adv. pers.
(1-9) —Purchasing mgrs. & buyers.
(1-10)—Other non-technical mgmt.
(1-11)—Others not elsewhere class.
2 —Eng.-constr. firms, incl. labs., consultants, gov't & public utilities.
(2-1) —Eng. firms, eng. & constr. firms & consulting engrs.
(2-2) —Ind. research, development & testing labs. & consulting chemists & other scientists.
(2-3) —Mgmt. & other consultants.
(2-4) —Gov't.
(2-5) —Public utilities.
3 —Ind. wholesalers, jobbers, retailers & mftrs. reps.
4 —Professors & instructors (of whom 22.14% are industrial consultants).
5 —Financial—banks, trust cos., investment houses, insurance cos.
6 —Chemical eng. & chemistry students
7 —Univs., colleges & technical schools.
8 —Newsdealers, booksellers & societies.
9 —Public libraries.
10 —Other (not elsewhere classified).
11 —Awaiting classification.

TL	1	(1-1)	(1-2)	(1-3)	(1-4)	(1-5)	(1-6)
69600	43853	10847	4571	2905	19447	1142	806
(1-7)	(1-8)	(1-9)	(1-10)	(1-11)	2	(2-1)	(2-2)
1278	1475	163	515	704	15944	9433	2085
(2-3)	(2-4)	(2-5)	3	4	5	6	7
908	2172	1346	1379	794	167	4400	1352
8	9	10	11				
49	197	694	771				

Chemical Equipment

Gordon Publications, Inc.
20 Community Place
CN 1952
Morristown, New Jersey 07960
(201) 267-6040
Published monthly

Publisher: Kenneth M. Nelson

Editorial Description: Chemical Equipment is edited for those engineers concerned with design, building, engineering, operating and maintaining chemical process plants. The editorial consists of new product write-ups and new literature releases.

Member: BPA, ABP

Business Analysis of Circulation
TL —Total.
1 —Plant mgmt./operation-owner, pres., vice-pres., owner, v-pres. in charge of mfg. and/or production, plant mgrs., works mgrs., production mgrs., gen. mgrs., supts., foremen, quality control mgrs. & other plant mgmt. & operation pers.
2 —Eng. & design-v-pres. in charge of eng., chief engrs., design engrs., project engrs., process & chemical engrs., mech. engrs., electrical engrs. & other eng. & design pers.
3 —Maintenance-maintenance supts., plant engrs. power engrs., chief electricians, maintenance foremen & other maintenance pers.
4 —Research & development-research engrs., development engrs., tech. dirs., environmental pers. & other research & development pers.
5 —Purchasing-v-pres. in charge of purchasing, dir. of purchasing, purchasing agents, buyers & other purchasing pers.
6 —Other titles & occupations-consultants to chemical processing industry, univ. professors of chemistry & chemical eng. & other chemical pers.
7 —Mftrs.' reps.-mftrs.' agents & reps. in the chemical processing industry.

TL	1	2	3	4	5	6	7
70176	21965	27932	4205	11430	2629	1070	945

Chemical Processing

Putman Publishing Company
301 East Erie Street
Chicago, Illinois 60611
(312) 644-2020
Published 14 times a year

Publisher: Larry Zerone

Editorial Description: Chemical Processing is edited for executive managers in the chemical processing industries. By case history methods, new solutions of CPI plant operating problems are reported. Articles describe actual processes, equipment and material uses—stressing "how and why" they are more efficient. Information concerning the products that are used is also reported.

Member: BPA, ABP
Rate Information:
Rates as of rate card No. 17, dated 1/83

Freq.	BW	4C
1X	3250	4795
5X	2800	4345
13X	2700	4245

Rate Base: 80,000 as of 1977.

Primary SRDS Classification No.: 28

Average Ad/Edit Ratio: 58.3/41.7

Business Analysis of Circulation
1 —The basic chemical process industries.
(1-1) —Chemical & allied prods.
(1-2) —Rubber prods.
(1-3) —Petroleum refining & related industries.
(1-4) —Paper & allied prods.
(1-5) —Stone, clay & glass prods.
2 —Other industries utilizing chemicals or chemical processes—food, tobacco, textile, finishing, wood preserving, leather finishing, primary metal industries, fabricated metal prods., mach'y, instruments, misc. mfg. industries.
ST —Subtotal.
3 —Consultants, independent laboratories.
4 —Construction eng. industries
5 —Consultants to the chemical processing industries who are affiliated with mfrs. & distrs. of chemical processing equip. & supplies.
6 —University professors of chemistry & chemical eng.
7 —Gov't & public utilities.
TL —Total

TL. Total A. General admin. B. Plant operations. C. Engineering. D. Research & development.

	TL	A	B	C	D
1 —	67737	7208	23851	24903	11775
(1-1)—	42579	3727	15044	16120	7688
(1-2)—	5699	1219	1949	1612	919
(1-3)—	7197	550	2437	3137	1073
(1-4)—	6972	919	2531	2299	1223
(1-5)—	5290	793	1890	1735	872
2 —	6095	856	1880	2218	1141
S T —	73832	8064	25731	27121	12916
3 —	635	—	—	—	—
4 —	4537	—	—	—	—
5 —	218	—	—	—	—
6 —	165	—	—	—	—
7 —	654	—	—	—	—
T L —	80041	—	—	—	—

Chemical Week

McGraw-Hill Publications Co.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-2500
Published weekly

Publisher: Howard Mager

Editorial Description: Chemical Week reports and interprets the news for business and technical management of the Chemical Process Industries. Its editorial pages communicate the facts, analyze their significance and point out profit implications of the news—within the areas of business, technology and marketing. Major departments include . . . Behind the News—Viewpoint—Business, Technology, Market and Washington Newsletters—Engineering—Administration—Production—Research—Sales—Markets—Specialties—Countdown—International—Special Reports—Letters—Meetings. In summary, CW's editorial answers these questions . . . "What's New?"—"In the industry? In processes, chemicals, equipment—all products and services?" "How can these help CPI management to greater profits?"

Member: ABC, BPA
Rate Information:
Rates as of rate card No. 42, dated 1/5/83.

Freq.	BW	4C
1X	5,040	7,350
7X	4,600	6,800
13X	4,325	6,450

Rate Base: 52,843 as of 6/30/82.

Networks or combination buys through which publication is available: McGraw-Hill Network.

Special rate cards available: Special Advertising Sections.

Demographic or regional editions: DCSS-Drug, Cosmetic & Specialties Segment; PDMS—Plant & Design Management Segment; IAS—International Advertising Segment.

Primary SRDS Classification No.: 28 (Chemical)

Market Research Available: 1982 Chemical Supplier Recognition Study measures awareness and preference for suppliers of 70 chemicals. 2300 returns conducted by Chemical Week Research.

Other Subscriber Research: 1979-1980 Chemical Week Audience Profile of Domestic and International Subscribers. Demographic questions and buying influence profiles of 1500 subs conducted by McGraw-Hill Research.

Business Analysis of Circulation
TL —Total.
1 —Mfrs. utilizing chemical or chemical eng. processes & equip. in producing, processing & using heavy chemicals, fine chemicals & chemical raw materials; in chemical converting industries such as mfrs. of agricultural, automotive, household & industrial chemical specialties; in mfg. & processing of natural raw materials using products of chemical producing & chemical converting industries.
(1-1) —Cos. & officials; proprietors, chairmen of boards, pres., vice-pres., gen. mgrs., secretaries, treasurers.
(1-2) —Works execs., work mgrs., supts.
(1-3) —Suprs., foremen & dept. heads not elsewhere class.
(1-4) —Engrs.; dirs. of eng. chief engrs., chemical, mechanical, electrical, plant, research, development, design & process engrs.
(1-5) —Dirs. of development (incl. dir. of research & development), development mgrs.
(1-6) —Research dirs., research mgrs., chief chemists.
(1-7) —Chemists & metallurgists (plant, control research, development).
(1-8) —Sales & adv. pers.
(1-9) —Purchasing mgrs. & buyers.
(1-10) —Other non-technical mgmt.
(1-11) —Other employees not elsewhere class.
2 —Eng.-contr. firms, ind. labs., consultants, govt. & public utilities.
(2-1) —Eng. firms. eng. & constr. firms & consulting engrs.

(continued on page 654)

Finance *(continued)*

(continued from 301)

Financial World (cont.)

F. Purchasing and Ownership Indicators:
- •$179,139- average value of corporate stock in own company.
- •$357,375- average value of corporate stock in other company.
- •Involved in company purchase decision of $100,000 +.
- •Average net worth- $744,040.
- •Average investment portfolio = $497,250.
- •Average securities transacting = 14.0.
- •Average principal residence value = $142,818.
- •6.7 average airline trips for business in the last year.
- •3.5 average airline trips for pleasure in the last year.
- •57% emlployed in business/industry.

Institutional Investor

Institutional Investor Systems, Inc.
488 Madison Avenue
New York, New York 10022
(212) 832-8888
Published monthly

Publisher: Gilbert E. Kaplan
Advertising Director: Gene DePoris
Other key contacts: Arnold Obler, Associate Publisher; Sylvia Kruteck, International Ad Director; Jay Berfas, U.S. Ad Director.

Editorial Description: Institutional Investor publishes news about, and examines, trends in investments and finance, including selection of money managers by pension funds; how money is invested professionally; investment research; the relationship between corporations and institutions that own their securities; matters affecting stock exchanges; corporate finance; and news about investment banking.

Member: BPA

Rate Information:
Rates as of rate card No.18, dated 1/83.

Freq.	BW	4C
1X	5,750	8,100
6X	5,350	7,700
12X	5,000	7,350

Rate Base: 45,000 as of 1/83.

Special rate cards available: General, Corporate and "Bulletinboard.

Demographic or Regional Editions: U.S. and International Editions.

Primary SRDS Classification No.: 46

Average Ad/Edit. Ratio: 53/47

Market Research Available: Survey among Management Information Systems Executives, Aaron Cohen Marketing Services Ltd., 1982; Brokers Bullish on Institutional Investor, The Commercial Analysts Company, 1981, sample: 300.

Pensions & Investment Age

Crain Communications, Inc.
740 North Rush Street
Chicago, Illinois 60611
(212) 210-0110
Published 26 times a year

Publisher: Stephen D. Gilkenson, Vice President
Advertising Director: Christopher B. Cowie
Other key contacts: William T. Bisson Jr., Marketing Manager

Editorial Description: Pensions & Investment Age is edited primarily for corporate financial officers and investment professionals who administer and invest corporate investment assets, including pension and profit sharing assets, or the assets of other institutions, both taxable and tax-exempt. The investment performance of such assets, new investment vehicles, e.g. real estate, legislative and regulatory developments, and investment trends. And, it offers a variety of staff-written columns and outside-authored articles by investment professionals.

Member: BPA
Rate Information:
Rates as of rate card No.10, dated 10/82.

Freq.	BW	4C
1X	4,690	6,040
7X	4,410	5,760
13X	3,990	5,340

Rate Base: 37,500 as of 1/83.

Advertising Data:
- •40% of all advertising space is full page ads.
- •20% of all space is run in full color.
- •295 advertisers placed 1/6 or more in 1982.
- •240 advertisers ran 6X or more in 1982.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Investment services	545	74%
2. Real estate	65	9%
3. Corporate	60	8%
4. Financial services	45	6%
All others	19	3%
Total Ad Pages	734	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Institutional Inv. News	365	56%
2. Real estate	65	10%
3. Cash management	45	7%
4. Corporate finance	45	7%
5. Features	52	8%
All others	76	12%
Total Edit. Pages	648	100%

Primary SRDS Classification No.: 46

Average Ad/Edit. Ratio: 53/47

Market Research Available: Contact Publisher

Women's special interest *(continued)*

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The Workbasket (cont.)

crewel, etc., plus special sections on cooking, home gardening, handcrafts, money-making ideas, and general homemaker interests.

Member: ABC, MPA
Rate Information:
Rates as of rate card No.27, dated 8/82.

Freq.	BW	4C
1X	5,760	7,655
6X	5,184	6,890
12X	4,896	5,512

Rate Base: 1,550,000 as of 8/82.

Advertising Data:
- •29% of all advertising space is full page ads.
- •18% of all space is run in full color.

Demographic or Regional Editions: Consult Publisher.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Needlecraft Items	114.0	29.6%
2. General Mail Order	70.3	18.3%
3. Food & Materials	41.2	10.7%
4. Gardening	30.5	7.9%
5. Crafts & Hobbies	92.4	24.0%
All others	36.7	9.5%
Total Ad Pages	385.1	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Crocheting	84.3	25.4%
2. Knitting	79.0	23.8%
3. Sewing	60.2	18.1%
4. Food & Recipes	36.2	10.9%
5. Crafts & Hobbies	48.4	14.6%
All others	24.2	7.3%
Total Edit. Pages	332.3	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 50/50

Market Research Available: The Needlecraft and Home Arts Market - 1982, Home Arts Research Company, Sample 1,000.

Subscriber Demographics:
- •Conducted by: Home Arts Research Company
- •Date: May, 1982
- •Sample size: 1,000
- •Cooperation/Return rate: 65.7%
- •Data collection method: Mail, Computer tabulations

A. Age Breakdown:

18-24	2.46%
25-34	10.02%
35-44	12.97%
45-54	14.12%
55 +	60.75%
Median Age	58

B. Male/Female Composition:

Male	1.31%
Female	96.22%

C. Household Income:

Under $10,000	23.81%
$10,000-14,999	14.45%
$15,000-19,999	11.33%
$20,000-24,999	14.94%
$25,000-34,999	10.69%
$35,000-49,999	7.72%
Median Income	$18,551

E. Educational Level:

Not H.S. Grad.	22.37%
H.S. Grad.	44.36%
1-3 Yrs. College	15.84%
Coll. Grad.	11.09%
Post Grad.	5.74%

F. Purchasing and Ownership Indicators:
- •98% involved in needlecrafts.
- •94% bake from scratch.
- •30% own microwave ovens.
- •87% care for gardens.
- •84% own indoor plants.
- •61% took vacations recently.
- •68% have house pets.
- •87% involved in do-it-yourself home repairs.
- •45% take vitamins daily.
- •66% use hand lotions daily.

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Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Attenzione, Horizon, Mother Jones, Vanity Fair* and *World Press Review*; and approximately 10 non-audited magazines that accept advertising.

GEO

Knapp Communications Corporation
680 Fifth Avenue
New York, New York 10022
(212) 265-1930
Published monthly

Publisher: Harry Myers

Editorial Description: GEO celebrates the world, from the deep rhythms of nature to the conscious works of man. The promise of our science. The revelations of our art. The zest of our adventures and explorations and pleasures.

Member: ABC

Life

Time Incorporated
1271 Avenue of the Americas
New York, New York 10020
(212) 586-1212
Published monthly

Publisher: Charles A. Wittingham
Advertising Director: Charles Rubens II
Other key contacts: Luke P. Keane, Marketing Services Director

Editorial Description: Life shows the world through photojournalism. Its subjects are varied and explores the arts, science, fashion, sports, nature, human behavior and various aspects of activity that reflect and affect our lives. The tempo is varied with artists' illustrations, and a few articles and columns.

Member: ABC
Rate Information:
Rates as of rate card No.5A, dated 1/83.

Freq.	BW	4C
1X	28,015	37,090
3X	26,895	35,605
9X	26,335	34,865

Rate Base: 1,350,000 as of 4/83.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Beer/wine/liquor	108.8	17.5%
2. Smoking materials	91.9	14.7%
3. Automotive	54.3	8.7%
4. Jewelry/optical/ cameras	52.0	8.3%
5. Business/cons. services	40.9	6.6%
All others	275.0	44.2%
Total Ad Pages	622.9	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Culture/humanities	248.5	25%
2. National affairs	155.3	15.6%
3. Foreign/international	141.3	14.2%
4. Amusements	131.1	13.2%
5. Sports/recreation	60.1	6.1%
All others	256.4	25.9%
Total Edit. Pages	992.7	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 40/60

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Globe Research Corporation
- Date: Summer-Fall 1981
- Sample size: 3,522
- Cooperation/Return rate: 74.3% subscribers, 25% newsstand
- Data collection method: Mail

A. Age Breakdown:

18-24	17.6%
25-34	32.1%
35-44	17.7%
45-49	7.0%
50+	25.6%
Median Age	35.2

B. Male/Female Composition:

Male	49.5%
Female	50.5%

C. Household Income:

Under $10,000	8.1%
$10,000-14,999	9.3%
$15,000-19,999	11.3%
$20,000-24,999	12.1%
$25,000-34,999	21.4%
$35,000-49,999	18.2%
$50,000+	19.6%
Median Income	$29,300

D. Occupation:

Mgr. /Admin.	38%
Prof/Tech	16.2%
Cler/Sales	25.8%
Other Emp.	15.4%
Not Emp.	1.6%

E. Educational Level:

Not H.S. Grad.	5.4%
H.S. Grad.	22.6%
1-3 Yrs. College	31.8%
Coll. Grad.	19.3%
Post Grad.	20.9%

F. Purchasing and Ownership Indicators:
- 51% own 2+ cars.
- 55% own 35mm cameras.
- 9% own video cassette recorder.
- 14% own video games (1981).
- 7% own in-ground swimming pools.
- 16% have taken part in a local civic issue within the past year.
- 26% own a valid passport.
- 26% took 2+ foreign trips in the past 3 years.
- 41% drank table wine in the past 30 day
- 5% own home personal computer.

National Geographic

National Geographic Society
1251 Avenue of the Americas
New York, New York 10020
(212) 974-1700
Published monthly

Advertising Director: George E. Moffat

Editorial Description: National Geographic Magazine is dedicated to travel customs of people, products and related human interest, subject to geographical and sociological nature.

Member: ABC
Rate Information:
Rates as of rate card No.99, dated 1/83.

Freq.	BW	4C
1X	75,360	97,970
6X	72,420	94,150
12X	70,085	91,110

Rate Base: 8,400 as of 1/83.

Demographic or Regional Editions: Northeast, Southeast, East Central, South Central, West Central, Western, Atlantic, Pacific, Latin America, United States, North America, Non-Regional, California, N.Y. Metro, Chicago Metro, L.A. Metro, San Francisco Metro and Washington D.C. Metro.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Automotive/accessories	40.64	15.7%
2. Jewelry/cameras	36.38	14.0%
3. Business/cons. svcs.	36.00	13.9%
4. Travel/hotel/resorts	30.26	11.7%
5. Home entertainment	18.52	7.1%
All others	97.51	37.6%
Total Ad Pages	259.31	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Area profile	522	28.4%
2. Ecol./natural science	502	27.3%
3. Tourist attraction	270	14.7%
4. Aerospace	120	6.5%
5. Energy (special issue)	115	6.3%
All others	310	16.8%
Total Edit. Pages	1,839	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 18/82

Natural History

American Museum of Natural History
79th and Central Park West
New York, New York 10024
(212) 873-1498
Published monthly

Publisher: L. Thomas Kelly
Advertising Director: Don Kamens

Editorial Description: Natural History is edited for the layman and it provides information on conservation, the natural world, and the human environment. Articles, drawn from the social as well as the natural sciences, and illustrated heavily with photographs and drawings, cover a wide range of individual topics from wildlife, foreign lands and people, to urban problems. Regular features include a "Naturalist at Large" column, astronomy column and book reviews.

Member: ABC
Rate Information:
Rates as of rate card No.34, dated 1/83.

Freq.	BW	4C
1X	7,150	10,725
6X	6,795	10,190
12X	6,435	9,650

Rate Base: 460,000 as of 1/83.

Advertising Data:
- 40% of all advertising space is full page ads.
- 49% of all space is run in full color.
- 52 advertisers placed 1/6 or more in 1982.
- 44 advertisers ran 6X or more in 1982.

Special rate cards available: Resort hotels, Retail, Direct response, Publisher and Philanthropic

Demographic or Regional Editions: New York Metro and Eastern Regional. Tailored regions can be constructed.

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Feature articles	505.5	66.5%
2. Columns/essays	184.4	24.5%
3. Service pieces	67.7	9.0%
Total Edit. Pages	752.6	100%

Primary SRDS Classification No.: 22

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Direct response	129.39	33%
2. Travel	101.42	26%
3. Publishing	41.96	11%
4. Liquor	20.98	5%
5. Automotive	15.59	4%
All others	82.06	21%
Total Ad Pages	391.4	100%

Average Ad/Edit. Ratio: 35/65

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: August 1982
- Sample size: 992
- Cooperation/Return rate: 73%
- Data collection method: Mail

A. Age Breakdown:

18-24	8.6%
25-34	19.0%
35-44	20.0%
45-54	16.5%
55+	35.9%
Median Age	46.5

B. Male/Female Composition:

Male	52%
Female	48%

C. Household Income:

Under $10,000	4.9%
$10,000-14,999	4.5%
$15,000-19 999	5.2%
$20,000-24,999	9.3%
$25,000-34,999	19.0%
$35,000-49,999	20.6%
$50,000+	36.5%
Median Income	$40,190.00

D. Occupation:

Mgr. /Admin.	26.9%
Prof./Tech.	33.6%
Cler./Sales	4.4%
Other Emp.	14.5%
Not Emp.	20.6%

E. Educational Level:

Not H.S. Grad.	5.4%
H.S. Grad.	14.9%
1-3 Yrs. College	21.2%
Coll. Grad.	17.8%
Post Grad.	40.7%

F. Purchasing and Ownership Indicators:
- 72.8% own their own home.
- $142,000 average stock portfolio.
- 727 index of imported luxury car purchase.
- 220 index of domestic luxury car purchase.
- 80.5% actively entertain at home.
- 40.9% took a foreign vacation.
- 10.7% took a cruise.
- 23.6% bought a 35mm camera.
- 29.1% bought a new color television.
- 6.1% bought a home computer.

Psychology Today

Ziff-Davis Publishing Company
One Park Avenue
New York, New York 10016
(212) 725-3900
Published monthly

Publisher: Gerald G. Hotchkiss
Advertising Manager: Joseph Benjamin
Other key contacts: Donald H. Reis, Associate Publisher/Advertising Director

Editorial Description: Psychology Today is edited for well-educated readers with particular interest in understanding, controlling and predicting human behavior. As a forum for the exchange of new ideas in psychology, the content of the magazine is organized into four areas: biology, high technology, the marketplace and people. Longer articles are contained as a feature well; shorter subjects: facts, ideas, opinion and humor: are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC
Rate Information:
Rates as of rate card No.26, dated 4/83.

Freq.	BW	4C
1X	15,600	22,525
6X	15,055	21,740
12X	14,350	20,720

Rate Base: 850,000 as of 10/82.

Special rate cards available: Bookshelf Rate, Publisher's/Retail Rate, Women's Edition Rate, Custom Regional Rate.

Demographic or Regional Editions: Custom Regionals, Women's Edition.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Alcoholic Beverages	85.84	21.3%
2. Tobacco	74.74	18.6%
3. Automotive	55.82	13.9%
4. Corporate	37.70	9.4%
5. Photo	12.00	3.0%
All others	136.38	33.9%
Total Ad Pages	402.48	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 40/60

Smithsonian

Smithsonian Institution National Associates
Arts & Industries Building, 900 Jefferson Drive
Washington, D.C. 20560
(202) 357-2888
Published monthly

Publisher: Joseph T. Bonsignore

Editorial Description: Smithsonian involves itself with man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities. Editors approach serious problems on a more pragmatic than ideological basis. Less serious subjects are treated with a light, often humorous touch, avoiding the ponderous.

Rate Information:
Rates as of rate card No.13, dated 1/83.

Freq.	BW	4C
1X	22,235	33,350
6X	21,123.25	31,682.50
12X	20,011.50	30,015

Rate Base: 1,850,000 as of 1/83.

Advertising Data:
- 72% of all advertising space is full page ads.
- 57% of all space is run in full color.

Special rate cards available: Publisher, Mail order, Retail, and Resort.

Demographic or Regional Editions: A-B Split

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Corporate	154	16.5%
2. Travel	113	12.1%
3. Automotive	107	11.5%
4. Home	98	10.5%
5. Liquor	90	9.7%
All others	373	39.9%
Total Ad Pages	935	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Art	240	20%
2. History	240	20%
3. Nature	240	20%
4. Science	240	20%
5. General	240	20%
Total Edit. Pages	1200	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 47.5/52.5

Subscriber Demographics:
- Conducted by: Belknap Data Solutions, Inc.
- Date: September-October, 1982
- Sample size: 2,000
- Cooperation/Return rate: 62.5%
- Data collection method: Mail

A. Age Breakdown:

18-24	4.1%
25-34	20.5%
35-44	30.1%
45-54	28.8%
55+	16.5%
Median Age	47.7

B. Male/Female Composition:

Male	58%
Female	42%

C. Household Income:

$10,000-14,999	8.1%
$15,000-19,999	6.7%
$20,000-24,999	8.8%
$25,000-34,999	18.9%
$35,000-49,999	24.4%
$50,000+	33%
Median Income	$39,004

D. Occupation:

Mgr. /Admin.	34.5%
Prof/Tech	48.5%
Other Emp.	17.0%
Not Emp.	26.9%

E. Educational Level:

Not H.S. Grad.	1.8%
H.S. Grad.	12.8%
1-3 Yrs. College	23.4%
Coll. Grad.	27.3%
Post Grad.	34.7%

F. Purchasing and Ownership Indicators:
- 82% own main residence.
- 42.2% member 1 or more boards.
- 42.3% own other real estate.
- 76.6% took an air trip in the past year.
- 53.0% took a trip outside the U.S. in the past 3 years.
- 69.5% own 2 or more cars.
- 90.4% entertain at home an average of 3 times a month.
- 28.2% own video cassette recorder equipment.
- 56.9% own stock.
- Average household net worth $313,000.

[illegible]

[illegible]

1	Cablevision	3,903
2	Publishers Weekly	2,404
3	Multichannel News	2,011
4	Billboard	1,770
5	Communications News	1,057
	Total	**11,145**

[illegible]

1	Publishers Weekly	-12.9
2	Billboard	-19.6
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*

[illegible]

1	Publishers Weekly	-355
2	Billboard	-432
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*
	Total	**-787**

[illegible]

1	Communications News	88
2	Cablevision	66
3	Publishers Weekly	46
4	Multichannel News	39
5	Billboard	35

[illegible]

1	Billboard	6,521
2	Cablevision	6,200
3	Publishers Weekly	4,525
4	Communications News	3,786
5	Multichannel News	3,595
	Total	**24,627**

[illegible]

1	Publishers Weekly	15.7
2	Billboard	-8.0
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*

[illegible]

1	Publishers Weekly	614
2	Billboard	-570
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*
	Total	**44**

[illegible]

1	Cablevision	9.11
2	Communications News	5.97
3	Multichannel News	4.97
4	Billboard	3.01
5	Publishers Weekly	2.29

[illegible]

1	Communications News	52,852
2	Billboard	42,492
3	Publishers Weekly	37,954
4	Multichannel News	14,170
5	Cablevision	13,349
	Total	**160,817**

[illegible]

1	Publishers Weekly	0.2
2	Billboard	-2.9
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*

[illegible]

1	Publishers Weekly	71
2	Billboard	-1,253
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*
	Total	**-1,182**

[illegible]

1	Billboard	2.38
2	Publishers Weekly	0.98
3	Cablevision	0.76
4	Communications News	0.32
5	Multichannel News	0.14

[illegible]

1	Billboard	11,681
2	Cablevision	6,720
3	Publishers Weekly	6,460
4	Communications News	3,988
5	Multichannel News	3,694
	Total	**32,543**

[illegible]

1	Publishers Weekly	15.0
2	Billboard	-0.5
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*

[illegible]

1	Communications News	263
2	Cablevision	110
3	Publishers Weekly	93
4	Multichannel News	66
5	Billboard	0

[illegible]

1	Communications News	175
2	Publishers Weekly	47
3	Cablevision	44
4	Multichannel News	26
5	Billboard	n.e.*

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue to qualify for the 400, include approximately 20 audited and 15 non-audited magazines that accept advertising.

Billboard

Billboard Publications, Inc.
1515 Broadway
New York, New York 10036
(212) 764-7300
Published weekly

Publisher: Lee Zhito
Advertising Director: Miles T. Killoch
Other Key Contacts: Charles R. Buckwalter, Jr., Director of Marketing Communications

Editorial Description: Billboard is edited for the international radio/music/record/tape industry. Various news, record reviews, popularity charts in fields, researching and reporting on trends in music, in radio programming, in recording techniques, in equipment, accessories, in the video cassette market, in music publishing, are all part of the weekly coverage. Departmental features include: Classical, Country, Gospel, International, Jazz, Latin, Music Publishing, Pro Equipment and Services, Radio, Retailing, Venues, Video.

Member: ABC, BPA, MPA
Rate Information:
Rates as of rate card No. 19, dated 1/1/83.

Freq.	BW	4C
1X	5,342	6,452
6X	5,072	6,182
13X	4,808	5,918

Special rate cards available: International Rates, Selective Market Rates.

Ad/Edit Radio: 60/40

Other Research: Harvey Research, "Subscriber Study," 1/82, readers per copy: 6, (subscriber + 5 passalong).

Business Analysis of Circulation
TL —Total.
1 —Retail merchandisers of records, prerecorded & blank tapes, playback & communications hardware & accessories.
2 —Rack jobbers, record & tape distrs., one-stops, juke box operators, exporters & importers of records & tapes.
3 —Radio & TV station pers., incl. program & music dirs., air personalities, ind. programmers, discotheques.
4 —Record cos., ind. producers, pressing plants & mftrs. of software, hardware, professional equip., recording studios.
5 —Recording artists, performers, attorneys, agents & mgrs.
6 —Buyers of talent, incl. concert promoters, impressarios, clubs, hotels, auditoriums, arenas, & concert facilities.
7 —Schools, colleges, students, faculty, libraries, music fans & audiophiles.
8 —Investment houses, banks, Federal, State & international depts. of govt., embassy officials.
9 —Music publishers, songwriters, performing unions, licensing & rights orgs.
10 —Writers & reviewers, public relations orgs., newspaper & magazine execs., adv. agencies & ind. art dirs.
11 —Others allied to the field, including independent management & technical consultants.
12 —Awaiting class.

TL	1	2	3	4	5	6	7	8
32426	6107	3255	5305	4676	2226	1393	3402	439

9	10	11	12
1186	766	964	2707

CableVision

Titsch Communications, Inc.
A Subsidiary of International Thomson Business Press
2500 Curtis Street
Denver, Colorado 80205
(303) 295-0900
Published 51 times per year

1	Billboard	49,492
2	Publishers Weekly	37,954
3	Communications News	11,208
4	Cablevision	9,960
5	Multichannel News	8,241
	Total	**116,855**

1	Publishers Weekly	0.2
2	Billboard	-2.9
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*

1	Publishers Weekly	71
2	Billboard	-1,253
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*
	Total	**-1,182**

1	Billboard	121.43
2	Cablevision	52.24
3	Publishers Weekly	51.00
4	Communications News	18.00
5	Multichannel News	12.00

1	Billboard	5,160
2	Publishers Weekly	1,936
3	Cablevision	520
4	Communications News	202
5	Multichannel News	99
	Total	**7,917**

1	Publishers Weekly	13.5
2	Billboard	11.1
3	Cablevision	n.e.*
4	Communications News	n.e.*
5	Multichannel News	n.e.*

*n.e. = not estimated

Advertising Director: Cathy Rasenberger
Other Key Contacts: Peter Evanow, Associate Publisher

Editorial Description: CableVision is published primarily for cable television system personnel and cable industry professionals. It focuses on current news, financial, technological and programming aspects of cable television management and operation. It reports on FCC activity, legislation, state regulation and engineering developments as well as profiles on personnel and new products from cable companies. Also included is a weekly supplemental section which provides in-depth coverage of marketing/advertising, system operations, business/finance and programming on a rotating basis.

Member: ABC
Rate Information:
Rates as of rate card No. 12, dated 3/82.

Freq.	BW	4C
1X	1,995	2,730
6X	1,795	2,530
12X	1,595	2,330

Advertising Data:
- 62% of all advertising space is full page ads.
- 33% of all space is run in full color.
- 1,100 advertisers placed 1/6 pg. or more in 1982.
- 660 advertisers ran 6X or more in 1982.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Hardware	2302	60%
2. Programming	1536	40%
Total Ad Pages	3838	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. U.S. Legis. & Reg.	984	35%
2. Programming	844	30%
3. System Mgmt. & Op.	422	15%
4. Mktg. & Adv.	281	10%
5. Mergers & Acquisit.	281	10%
Total Edit Pages	2812	100%

Primary SRDS Classification No.: 122

Average Ad/Edit Ratio: 60/40

Market Research Available: "Starch Report," by Inra Starch Hooper, 9/82, 300 sample; "Opinion Research Survey," Arthur D. Little Co., 4/81, 1,000+ sample.

Business Analysis of Circulation
TL —Total.
1 —CATV system operations.
2 —CATV contrs. & consultants.
3 —CATV investors.
4 —CATV components, mftrs., dlrs. & distrs.
5 —Microwave & telephone cos.
6 —TV, AM, FM broadcasters.
7 —Educational TV stations, schools & libraries.
8 —Closed circuit TV users.
9 —Financial insts., brokers, attorneys & govt. agencies.
10 —Program producers, program distrs. & adv. agencies.
11 —Miscellaneous.
12 —Awaiting classification.

TL	1	2	3	4	5	6	7	8
12455	5230	811	156	588	172	356	236	34
9	10	11	12					
879	1708	1550	735					

Communications News

HBJ Publications
124 South First Street
Geneva, Illinois 60134
(312) 232-1400
Published monthly

Publisher: Bruce B. Howat
Advertising Director: Dorothy Derpack

Editorial Description: Communication News contains news of new developments in voice, video and data communications management, equipment and techniques. Annual editorial percentages are: news, 17%; features and case histories, 31%; technical articles, 18%; regular departments (editorials, book reviews, answers to reader questions and letters from readers), 11%; and new products and literature, 23%. Major subject areas covered are: telephone and telegraph, 17%; radio, TV and CATV, 11%; two-way radio, 16%; data communications, 31%; facsimile, 8%; microwave and satellite communications, 11%; communications technology, 6%.

Member: BPA
Rate Information:
Rates as of rate card dated 10/1/82.

Freq.	BW	4C
1X	5,375	6,125
6X	4,855	5,605
12X	4,575	5,325

Advertising Data:
- 15% of all advertising space is full page ads.
- 40% of all space is run in full color.
- 350 advertisers placed 1/6 pg. or more in 1982.
- 175 advertisers ran 6X or more in 1982.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Communications Equip	401	38%
2. Communications Serv	328	31%
3. Antennas/Towers	86	8%
4. Two-way Radio	84	8%
5. Communications Acc	75	7%
All Others	83	8%
Total Ad Pages	1,057	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Data Communications	697	34%
2. Telephone & Telegraph	417	21%
3. Two-way Radio	331	16%
4. Microwave & Satellite	328	16%
5. Radio/TV/CATV	141	5%
All others	189	8%
Total Edit Pages	2,103	100%

Primary SRDS Classification No.: 142

Average Ad/Edit Ratio: 50/50

Business Analysis of Circulation
1 —Telephone & telegraph.
2 —Mobile radio telephone.
3 —Radio, television & CATV.
4 —Transportation—airlines, marine, pipelines, airports, railroads, taxis, bus & transit, trucking.
5 —Utilities
6 —Government.
(6-1) —Federal—military, defense, federal communication commissions, bureaus, highway & traffic departments, penitentiaries, natl. parks & forests & other federal gov't.
(6-2) —State—penitentiaries, parks & forests, highways, state police & other state gov't.
(6-3) —Local—highway & traffic depts., city communications, city police & fire depts. & other city gov't.
7 —Business industry & insts.—educational insts., hosps., financial insts., business & industrial corps., dept. stores, stadiums & exhibit halls & logging & mining operations, hotels & motels.

8 —Consultants, contrs. & electronic service.
TL —Total

TL. Total A. Persons involved in the planning & / or mgmt. of voice, video & / or data communications systems, other pers., & co cop.

	TL	A
1—	7322	—
2—	1197	—
3—	6816	—
4—	2762	—
5—	2163	—
6—	—	—
(6-1)—	1415	—
(6-2)—	771	—
(6-3)—	2888	—
7—	13350	—
8—	3328	—
TL—	42012	—

Publishers Weekly

R. R. Bowker Co.
A Subsidiary of Xerox Co.
1180 Avenue of the Americas
New York, New York 10036
(212) 764-5100
Published weekly

Publisher: Bruce W. Gray
Advertising Director: Richard H. Brown

Editorial Description: Publishers Weekly is edited for persons engaged in the many phases of the book industry. It features major reports on trends and problems in the industry and organization activities; also how-material on book selling and publishing. Publishers Weekly covers news of the industry, tips about books and promotions, personnel changes, retail trends and methods, production and design, best sellers and rights. Publishers' forthcoming output is previewed seasonally and monthly.

Member: ABC, MPA

Business Analysis of Circulation

TL —Total
1 —Public libraries.
2 —College & univ. libraries.
3 —High school & junior high school libraries.
4 —Special (business/industry) libraries.
5 —Educators, elementary schools & boards of education.
6 —Book publishers.
7 —Media & literary agents.
8 —Book mfrs.
9 —Government.
10 —Booksellers.
11 —General public/non-business, individual.
12 —Other co./corp. & business addressed to other than library outside publishing fields.
13 —Miscellaneous.
14 —Awaiting classification.

TL	1	2	3	4	5	6	7	8
37677	7490	2646	566	1950	191	5034	3474	271

9	10	11	12	13	14
683	6411	270	921	4412	3358

Multichannel News

Fairchild Publications
300 South Jackson Street
Denver, Colorado 80209
(303) 393-6397
Published weekly

Publisher: Paul Maxwell
Advertising Director: John Sudmeier
Other Key Contacts: Robert Callahan, Eastern Regional Manager; Katherine Madden, Southern Regional Manager; Pamela Rhodes, Western Regional Manager

Editorial Description: Multichannel News covers the news pertaining to the cable TV, pay TV and MDS industries. Content is limited strictly to news about events, personalities, break-throughs (technical and software), finance, costs, franchising activities, programming developments, system activities, association, news and related matters to the emerging multichannel industries.

Member: BPA
Rate Information:
Rates as of rate card No. 3, dated 10/1/82.

Freq.	BW	4C
1X	2,520	3,065
7X	1,960	2,505
13X	1,610	2,155

Rate Base: 10,000 as of 1/1/83.

Advertising Data:
- 20% of all advertising space is full page ads.
- 10% of all space is run in full color.
- 75 advertisers ran 6X or more in 1982.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Prog.	824	41%
2. Equipment	825	41%
3. Services	158	8%
4. Classified	204	10%
Total Ad Pages	2011	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. News	840	63%
2. Tech. Update	76	6%
3. People	51	4%
4. Financial News	178	13%
5. Calendar	100	8%
All Others	86	6%
Total Edit Pages	1331	100%

Primary SRDS Classification No.: 122

Average Ad/Edit Ratio: 60/40

Market Research Available: "Vendor Study #1," University of Colorado, 150; "Vendor Study #2," University of Colorado, 150; "Subscribers vs. Operators—Who Likes Which Programming Service?" ELRA Group, 1500.

Other Subscriber Research: "1981 Subscriber Research," Tootikian & Associates, 642 individuals in cable and pay TV, 5/81. "1981 Subscriber Study: Multichannel News vs. CableVision," Tootikian & Associates, 133 individuals, 5/81. "1982 Subscriber Research," Tootikian & Associates, 660 individuals, 6/82.

Business Analysis of Circulation

1 —Cable TV systems operations
2 —Pay TV/cable operation
3 —Subscription TV
4 —Multipoint distr. service
5 —Cable TV contrs.
6 —Cable TV consulting firms
7 —Cable TV investors
8 —Brokerage firms
9 —Law firms
10 —Cable system component co.
11 —Microwave & satellite co.
12 —Telephone co.
13 —Broadcasting co.
14 —Education systems
15 —Closed circuit TV co.
16 —Programming co.
17 —Industry assoc. & orgs.
18 —Gov't. agencies
19 —Publishing co.
20 —Others allied to the field
TL —Total

TL. Total A. Corp. admin.

	TL	A
1—	5145	1545
2—	387	387
3—	373	373
4—	295	295
5—	194	194
6—	305	305
7—	167	167
8—	90	90
9—	231	231
10—	877	877
11—	40	40
12—	62	62
13—	350	350
14—	312	312
15—	21	21
16—	955	955
17—	140	140
18—	207	207
19—	269	269
20—	747	747
TL—	11167	11167

Computers & computer peripherals

Ad Pages

1	Computerworld	5,023
2	Mini-Micro Systems	2,277
3	Datamation	2,066
4	Computer Design	2,017
5	Computer Systems News	1,636
6	Computer Decisions	1,447
7	Data Communications	1,342
8	Infosystems	894
9	Info. Systems News	834
	Total	**17,536**

Ad Pages Growth (1981/1982) (%)

1	Computer Systems News	27.7
2	Mini-Micro Systems	27.3
3	Info. Systems News	26.7
4	Data Communications	24.0
5	Computer Decisions	14.7
6	Computer Design	7.9
7	Datamation	4.5
8	Computerworld	3.0
9	Infosystems	-7.3

Net Chg. Ad Pages (1981/1982)

1	Computer Systems News	354
2	Data Communications	269
3	Computer Decisions	201
4	Info. Systems News	176
5	Computer Design	150
6	Computerworld	150
7	Datamation	88
8	Mini-Micro Systems	46
9	Infosystems	-69
	Total	**1,365**

Avg. Ad Pages/Copy

1	Mini-Micro Systems	189
2	Computer Design	168
3	Datamation	158
4	Computer Decisions	121
5	Data Communications	112
6	Computerworld	89
7	Infosystems	73
8	Computer Systems News	60
9	Info. Systems News	32

Ad Revenue ($000)

1	Computerworld	28,531
2	Datamation	12,175
3	Mini-Micro Systems	9,800
4	Computer Design	7,921
5	Computer Decisions	7,507
6	Computer Systems News	6,000
7	Infosystems	5,028
8	Info. Systems News	4,100
9	Data Communications	3,180
	Total	**84,242**

Ad Revenue Growth (1981/1982) (%)

1	Computer Systems News	57.9
2	Data Communications	52.0
3	Mini-Micro Systems	45.2
4	Info. Systems News	41.4
5	Computer Decisions	25.4
6	Datamation	19.0
7	Computer Design	18.4
8	Infosystems	18.1
9	Computerworld	15.8

Net Chg. Ad Revenue (1981/1982) ($000)

1	Computerworld	3,888
2	Mini-Micro Systems	3,050
3	Computer Systems News	2,200
4	Datamation	1,948
5	Computer Decisions	1,520
6	Computer Design	1,231
7	Info. Systems News	1,200
8	Data Communications	1,088
9	Infosystems	772
	Total	**16,897**

Avg. Ad Rev./Copy

1	Mini-Micro Systems	8.06
2	Data Communications	8.01
3	Computer Design	7.68
4	Datamation	7.20
5	Computer Decisions	5.13
6	Computer Systems News	4.64
7	Computerworld	4.10
8	Infosystems	3.48
9	Info. Systems News	1.57

Average Circulation

1	Datamation	130,119
2	Computer Decisions	121,938
3	Infosystems	120,424
4	Computerworld	119,589
5	Mini-Micro Systems	101,284
6	Info. Systems News	100,190
7	Computer Design	85,943
8	Computer Sys. News	47,933
9	Data Communications	30,526
	Total	**857,946**

Avg. Circ. Growth (1981/1982) (%)

1	Computer Design	25.7
2	Data Communications	7.4
3	Infosystems	6.9
4	Computerworld	5.2
5	Mini-Micro Systems	4.6
6	Computer Decisions	4.1
7	Computer Systems News	3.4
8	Datamation	0.0
9	Info. Systems News	-0.1

Net Chg. Avg. Circ. (1981/1982)

1	Computer Design	17,573
2	Infosystems	7,768
3	Computerworld	5,917
4	Computer Decisions	4,847
5	Mini-Micro Systems	4,446
6	Data Communications	2,112
7	Computer Systems News	1,573
8	Datamation	-4
9	Info. Systems News	-129
	Total	**44,103**

Avg. Circ. Rev./Copy

1	Data Communications	1.84
2	Computerworld	0.69
3	Computer Design	0.11
4	Computer Decisions	0.00
5	Computer Systems News	0.00
6	Datamation	0.00
7	Info. Systems News	0.00
8	Infosystems	0.00
9	Mini-Micro Systems	0.00

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue to qualify for the 400, include approximately 15 audited and 10 non-audited magazines that accept advertising.

Computer Decisions

Hayden Publishing Company
50 Essex Street
Rochelle Park, New Jersey 07662
(201) 843-0550
Published 12 times a year

Publisher: Don Huber
Advertising Director: Nick Bubany

Editorial Description: Computer Decisions publishes feature articles to help MIS/DP management and company management increase the productivity and profits of their organizations through the use of Information/EDP Systems in large organizations. The editorial includes columns on software, office automation, microsystems, and management careers written by experts. Other editorial includes news, and new developments in Information Systems/EDP products, services, and software. Feature articles report on new ideas, management techniques, applications, on expanding into profitable government and educational organizations.

Member: BPA

Rate Information:
Rates as of rate card No. 14, dated 9/82

Freq.	BW	4C
1X	5,962	6,838
6X	5,420	6,296
12X	5,026	5,902

Advertising Data:
•64.5% of all advertising space is full page ads.
•39.5% of all space is run in full color.
•467 advertisers placed 1/6 pg. or more in 1982.
•90 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Electronic Design.

Demographic or regional editions: Yes, only when requested by a specific advertiser.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Comm Sys/Equip/Power Line Control/conditioning	223.72	14%
2. Mainframes/Minicomputers/Word Processing/Microcomputers Peripherals/Software/Services	632.66	40%
3. Tape/Disk Drives/Video/Graphic Terminals/Printers/Printer-Plotters/Plotters	272.52	17%
4. Environment/Security/EDP Supplies/Magnetic/Media/Office Equipment/Other Supplies & Accessories	215.38	14%
5. Air Freight/Industrial Development/Professional & Business/Research Organizations/Conferences/Seminars/Education	82.39	5%
6. Books/Book Clubs/Buy/Sell/Lease & Other	142.71	10%
Total Ad Pages	1,569.38	100%

[illegible]

[illegible]	
1 Computerworld	33,325
2 Datamation	13,975
3 Mini-Micro Systems	9,800
4 Computer Design	8,037
5 Computer Decisions	7,507
6 Computer Systems News	6,000
7 Infosystems	5,028
8 Info. Systems News	4,100
9 Data Communications	3,908
Total	**91,680**

[illegible]	
1 Computer Systems News	57.9
2 Data Communications	56.1
3 Mini-Micro Systems	45.2
4 Info. Systems News	41.4
5 Computer Decisions	25.4
6 Computer Design	19.4
7 Datamation	19.0
8 Infosystems	18.1
9 Computerworld	15.9

[illegible]	
1 Mini-Micro Systems	317
2 Computer Design	283
3 Datamation	258
4 Computer Decisions	224
5 Data Communications	184
6 Computerworld	130
7 Infosystems	122
8 Computer Systems News	n.e.*
9 Info. Systems News	n.e.*

[illegible]	
1 Mini-Micro Systems	129
2 Computer Design	112
3 Datamation	100
4 Computer Decisions	93
5 Data Communications	77
6 Computerworld	49
7 Infosystems	49
8 Computer Systems News	n.e.*
9 Info. Systems News	n.e.*

[illegible]	
1 Computerworld	119,941
2 Data Communications	30,526
3 Datamation	22,195
4 Computer Design	2,957
5 Computer Decisions	0
6 Computer Systems News	0
7 Info. Systems News	0
8 Infosystems	0
9 Mini-Micro Systems	0
Total	**175,619**

[illegible]	
1 Computer Design	155.1
2 Data Communications	32.9
3 Datamation	14.0
4 Computerworld	5.2
5 Computer Decisions	0.0
6 Computer Systems News	0.0
7 Info. Systems News	0.0
8 Infosystems	0.0
9 Mini-Micro Systems	0.0

[illegible]	
1 Data Communications	7,556
2 Computerworld	5,917
3 Computer Design	1,798
4 Datamation	862
5 Computer Decisions	0
6 Computer Systems News	0
7 Info. Systems News	0
8 Infosystems	0
9 Mini-Micro Systems	0
Total	**16,133**

[illegible]	
1 Datamation	81.00
2 Computerworld	39.97
3 Computer Design	39.23
4 Data Communications	23.86
5 Computer Decisions	0.00
6 Computer Systems News	0.00
7 Info. Systems News	0.00
8 Infosystems	0.00
9 Mini-Micro Systems	0.00

[illegible]	
1 Computerworld	4,794
2 Datamation	1,800
3 Data Communications	728
4 Computer Design	116
5 Computer Decisions	0
6 Computer Systems News	0
7 Info. Systems News	0
8 Infosystems	0
9 Mini-Micro Systems	0
Total	**7,438**

[illegible]	
1 Computer Design	182.9
2 Data Communications	76.8
3 Computerworld	17.0
4 Datamation	14.0
5 Computer Decisions	0.0
6 Computer Systems News	0.0
7 Info. Systems News	0.0
8 Infosystems	0.0
9 Mini-Micro Systems	0.0

*n.e. = not estimated

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Feature Articles	577.01	51%
2. Industry News	88.98	8%
3. New Products	82.68	7%
4. Columns & Dept.	275.75	25%
5. Applications	95.58	9%
Total Edit Pages	1,120.41	100%

Primary SRDS Classification No.: 5A

Average Ad/Edit Ratio: 57/43

Market Research Available: ACR—Applied Computer Research, BRS—Brand Recognition Study

Business Analysis of Circulation

1 —Mfg.: computers, data processing & peripheral equip.
2 —Computer & data processing services incl. software services, service bureaus & consultants. Time sharing & EDP consultants.
3 —Other mfg & processing.
4 —Gov't—federal, state, municipal incl. military, national insts.
5 —Educational: colleges, univs., & other educational insts.
6 —Finance: banking, insurance, real estate, securities & credit.
7 —Trade: wholesale & retails.
8 —Medical & legal services.
9 —Trans. services: land, sea & air.
10 —Utilities: communications, electric, gas & sanitary services.
11 —Construction, mining & agriculture.
12 —Other: business services, such as hotels, amusement & non-profit orgs. incl. business mgmt., consultants.
TL —Total

TL. Total A. Co. mgmt—gen. & corp. B. Co. mgmt—financial C. Co. mgmg.—admin. services D. Co. mgmt.—marketing E. Computer/systems operations-mgmt. F. Eng./mfg.—mgmt.

	TL	A	B	C	D	E	F
1 —	11115	3351	333	589	1482	3307	2053
2 —	26775	15687	625	921	1031	7650	861
3 —	26830	3548	3148	1315	456	15042	3321
4 —	9903	606	554	741	44	7278	680
5 —	6012	772	383	439	27	4188	203
6 —	11104	1967	870	1059	122	6928	158
7 —	11518	3455	1624	581	294	5381	183
8 —	3674	847	323	281	31	2033	159
9 —	2074	248	210	117	20	1390	89
10 —	3788	477	213	261	132	2285	420
11 —	2405	482	439	136	8	1221	119
12 —	4913	1268	705	361	51	2373	155
TL —	120111	32708	9427	6801	3698	59076	8401

Computer Design Magazine

PennWell Publishing Company
119 Russell Street
Littleton, Massachusetts 01460
(617) 486-9501
Published 12 times a year

Publisher: Ronald W. Evans
Other Key Contacts: Gene Pritchard, Director of Marketing

Editorial Description: Computer Design serves a readership primarily concerned with the design and application of computer and microprocessor based systems. Editorial features emphasize the impact that new technologies, new subsystems, new software and new components will have on the implementation of computer based systems. Major sections include: System Technology-staff and guest author written pieces on new technology and feature products; Special Report of the Month—with guest authored articles in some major technology, i.e. data communications, graphics, automation and control; Systems Design—expert guest authored features on technology and techniques; System Components—new product offerings which are useable in the design of computer based systems.

Figures are FOLIO estimates for the calendar year 1982.

Member: BPA
Rate Information:
Rates as of rate card No. 18, dated 1/83.

Freq.	BW	4C
1X	4,270	—

Primary SRDS Classification No.: 40

Average Ad/Edit Ratio: 61/39

Business Analysis of Circulation

1 —Mftr. of products/systems that incorporate computers/microprocessors.
2 —Systems house/systems integrator/software house/third-party OEM/distr.
3 —Mftr. of computers.
4 —Mftr. of equip. (other than computers) that is incorporated into computer-based systems (including peripherals & add-ins).
5 —Industrial co. using computer, microprocessor-based systems in communications, mfg. test, design, research, development.
6 —Commercial end user of computer-based systems.
7 —Organization using computer-based systems for scientific, eng. applications.
8 —Ind. consulting, R&D cos.
9 —Gov't, military agency or installation.
10 —Medical, health institution.
TL —Total

TL. Total A. Exec. mgmt. (pres., owners, vice-pres., or other exec. titles). B. Eng. mgmt. (dept. heads, product mgrs. or dirs., project mgrs., group leaders or other supervisory titles). C. Senior eng. (senior engrs., principal engrs. or other senior titles). D. Staff eng. (MTS, staff scientists, or other staff-titles)/or design eng. (circuit equip./subsystem/software, designers or other design titles) E. Consultant (inc. educator-consultant/researcher)

	TL	A	B	C	D	E
1 —	31541	3265	11156	7924	8858	338
2 —	8615	3228	2427	1267	1261	432
3 —	4070	174	1279	1033	1483	101
4 —	5517	557	1683	1250	1953	74
5 —	12949	464	4132	3351	4829	173
6 —	1923	230	814	317	428	134
7 —	5981	184	1880	1537	2142	238
8 —	4302	1199	870	631	842	760
9 —	6948	123	2313	1824	2524	164
1 0	4291	171	1320	599	862	1339
TL —	86137	9595	27874	19733	25182	3753

Computer Systems News

CMP Publications Inc.
111 East Shore Road
Manhasset, NY 11030
(516) 365-4600
Published Biweekly

Publisher: Thomas L. Cooper
Advertising Director: Ginny Robbie
Other Key Contacts: Donald F. Tydeman, Associate Publisher

Editorial Description: Computer Systems News is edited for buyers and sellers in the OEM/systems marketplace. The publication covers market trends, management philosophy, new technology affecting hardware and software, applications, industry personnel and company news, government legislation, and developments which impact partial or total system configuration concepts, featuring opinion/viewpoing columns, tutorial material, and special reports on key markets and product application.

Member: BPA
Rate Information:
Rates as of rate card No. 6, dated 10/1/82.

Freq.	BW	4C
1X	3950	4650
6X	3790	4490
12X	3595	4295

Top Five 1982 Editorial Categories:

	Pct.
1. Business	25%
2. Hardware	20%
3. Systems	15%
4. Software	15%
5. Retailing/Distributor	10%
Total Edit. Pages	85%

Average Ad/Edit Ratio: 65/35

Business Analysis of Circulation

1 —Mftr. of computer based systems (other than computing).
2 —Mftr. of computing systems.
3 —Mftr. of computer based communication equip.
4 —Assembler of computer systems.
5 —Under $1 million.
6 —$1 million-$5 million.
7 —6 million-$10 million.
8 —Over $10 million.
9 —Distr. of computer systems & components.
10 —Software house & consultants (sell no hardware).
11 —Mftr. of processors.
12 —Mftr. of peripherals.
13 —Gov't. agency (military & aerospace).
14 —R&D labs., univers.
15 —Mftr. of computer supplies.
16 —Dealer/office equip.
17 —Retail/ Computers.
18 —Others allied to the field.
TL —Total.

TL. Total A. Pres./chairman. B. VP/gen. mgr./div. mgr. C. Financial mgr./VP. D. Mkt. mgr./VP/dir. E. Dir. hardware dev. F. Dir. eng./chief eng. G. Dir. software dev. H. Mfg. mgr./process mgr. I. QC mgr./test Mgr. J. Product mgr. K. Program mgr. L. System configuration mgr. M. Project mgr. N. Group leader/section head. O. Member technical staff. P. Design eng. Q. Software eng. R. System analysis/programmer. S. Research & development, education, consultants. T. Other titled copies.

	TL	A	B	C	D	E	F	G
1—	8581	752	757	86	1003	97	557	256
2—	7330	435	583	139	1440	85	293	168
3—	2865	244	233	28	365	28	149	60
4—	2051	700	333	25	163	36	125	56
5—	1982	340	340	128	122	25	71	114
6—	1232	109	169	57	76	17	34	63
7—	574	27	60	27	25	5	14	28
8—	2137	30	223	103	108	40	47	113
9—	4174	1534	799	78	738	26	72	84
10—	7994	4494	1383	98	617	10	109	284
11—	457	22	35	3	76	5	12	2
12—	3574	329	350	60	755	31	179	43
13—	2702	28	123	37	44	19	95	76
14—	383	53	29	3	5	7	15	12
15—	755	150	109	17	231	2	15	7
16—	1584	809	356	43	186	4	14	6
17—	2048	1103	415	38	191	8	12	17
18—	218	39	36	8	24	1	8	8
TL—	50641	11198	6333	978	6169	446	1821	1397

	H	I	J	K	L	M	N	O
1—	182	156	358	407	143	574	770	606
2—	153	185	523	383	127	570	716	458
3—	42	56	113	97	53	156	273	278
4—	35	19	46	46	45	66	84	52
5—	64	30	23	89	70	86	101	79
6—	25	19	22	74	54	101	93	97
7—	16	4	11	33	18	57	66	57
8—	71	21	38	149	97	231	196	185
9—	25	13	187	62	74	80	57	101
10—	9	30	66	99	44	164	75	85
11—	11	8	20	19	6	27	41	57
12—	117	101	214	101	17	149	194	242
13—	17	41	21	186	74	261	374	384
14—	1	1	2	12	13	20	30	69
15—	17	12	42	9	9	19	19	31
16—	8	7	24	5	12	11	35	19
17—	4	6	27	21	25	14	25	23
18—	6	3	10	8	2	8	14	11
TL—	803	712	1747	1800	883	2594	3163	2834

	P	Q	R	S	T
1—	1082	403	306	32	54
2—	503	217	226	47	79
3—	406	161	96	10	17
4—	103	49	56	2	10
5—	129	31	120	7	13
6—	84	24	93	5	16
7—	31	12	76	1	6
8—	114	68	266	16	21
9—	60	37	112	16	19
10—	49	73	178	106	21
11—	70	18	17	3	5
12—	475	104	66	4	43
13—	510	162	213	17	20
14—	48	14	21	25	3
15—	44	1	14	2	5
16—	7	4	21	4	9
17—	16	11	52	16	24
18—	14	4	11	2	1
TL—	3745	1393	1944	315	366

Computerworld

CW Communications/Inc.
375 Cochituate Rd.
Framingham, MA 01701
(617) 879-0700
Published weekly

Publisher: Patrick J. McGovern
Other Key Contacts: Roy Einreinhofer, VP/Mktg.; Donald Fagan, VP/Sales

Editorial Description: Computerworld includes news about the use of computers in EDP/MIS and Office Automation systems at various organizations; it covers the development of new products and services in the computer field, and also includes news of developments in the computer industry. In a year, the editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (17%), Systems and Peripherals (15%), Minicomputers and Microcomputers (13%), Editorial, Commentary and Opinion (12%), Professional Development (5%), and Other. Special Features include monthly Supplements and weekly In-Depth Reports on important current topics, columnists, viewpoint articles, editorials, commentary and as a weekly section on office automation.

Member: ABC
Rate Information:
Rates as of rate card No. 18, dated 1/1/83.

Freq.	BW	4C
1X	7850	8700
6X	7650	8500
12X	7650	8500

Rate Base: 117,082 as of 6/30/82.

Advertising Data:
•31% of all advertising space is full page ads.
•25% of all space is run in full color.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Software	1220	24%
2. Recruitment	796	15%
3. Lessors/Resellers	743	14%
4. Comp. Sys.	637	12%
5. Comm. Equip.	371	7%
All Others	1412	28%
Total Ad Pages	5179	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Software/Services	621	22%
2. Communications	507	18%
3. Comp. Ind. News	507	18%
4. Sys. & Peripherals	367	13%
5. Minis & Micros	310	11%
All others	507	18%
Total Edit Pages	2819	100%

Figures are FOLIO estimates for the calendar year 1982.

Primary SRDS Classification No.: 5A

Average Ad/Edit Ratio: 65/35

Market Research Available: 1) "The U.S. EDP/MIS Market"—Based on research from International Data Corporation. 2) "Independent Packaged Software"—based on research from IDC. 3) "Terminal/Data Entry Market"—(IDC). 4) "Data Communications Market"—(IDC). 5) "Desk Top Computer Market"— (IDC and Computerworld). 6) "The Minicomputer Market"—(IDC). 7) "Office Automation"—(IDC).

Other Subscriber Research: 1982 Reader Profile; Becker Research Telephone 309 Subscribers, 106 pass-along readers

Business Analysis of Circulation

1	—Mfrs. of computer or data systems hardware & peripherals.
2	—Other mfg.
3	—Data processing service bureaus incl. software planning & consulting services.
4	—Public utilities, communication systems & trans service.
5	—Wholesale & retail trade.
6	—Financial insts., insurance cos. & real estate firms.
7	—Mining, constr., petroleum & refining.
8	—Business services except data processing.
9	—Education.
10	—Govt.
11	—Printing, publishing & other communication services.
12	—Others allied to the field
13	—Awaiting class.
TL	—Total

TL. Total A. Pres., owner, partner & gen. mgr. B. Vice-pres., & asst. vice-pres. C. Treasurer, controller & administrative services E. Dir., mgr., supr. of data processing services. F. Systems mgr. & systems analyst. G. Mgr. of supr. of programming. H. Programmers & methods analyst. I. Applications engr. J. Other eng. K. Manufacturers L. Other sales & marketing pers. M. Consultants. N. Lawyers & accountants. O. Librarians, educators, students. P. Other. Q. Awaiting class.

	TL	A	B	C	D	E	F
1 —	13596	729	398	61	1213	717	1301
2 —	16736	375	438	347	1163	6576	2431
3 —	21312	8162	1354	105	1117	1414	1589
4 —	5811	128	189	75	556	1216	928
5 —	6681	1103	452	268	410	2450	561
6 —	11438	492	2433	211	782	2164	1245
7 —	3453	78	77	950	234	1044	558
8 —	5503	1134	231	116	402	969	343
9 —	11415	315	150	135	1145	2294	651
10 —	7544	35	26	112	858	1598	1051
11 —	2371	296	145	63	225	585	193
12 —	556	108	26	17	25	119	66
13 —	10371	—	—	—	—	—	—
TL —	117147	12955	5919	1605	8130	21146	10917

	G	H	I	J	K	L	M	N
1 —	569	777	373	686	1115	2096	243	33
2 —	793	1327	194	275	94	236	133	881
3 —	693	1497	171	145	94	835	2685	53
4 —	309	544	92	122	23	432	86	59
5 —	235	361	12	28	37	156	35	35
6 —	596	1084	31	63	4	76	212	191
7 —	163	343	39	55	2	17	45	32
8 —	144	255	34	75	12	114	286	232
9 —	246	477	39	38	4	35	155	179
10 —	259	684	61	70	—	29	70	72
11 —	89	145	12	17	7	85	37	13
12 —	19	42	80	6	2	20	14	5
13 —	—	—	—	—	—	—	—	—
TL —	4115	7536	1066	1580	1394	4131	4001	9929

	O	P	Q
1 —	573	2712	—
2 —	572	1694	—
3 —	287	1111	—
4 —	236	816	—
5 —	61	477	—
6 —	515	1339	—
7 —	196	475	—
8 —	319	837	—
9 —	3799	1753	—
10 —	581	2038	—
11 —	73	386	—
12 —	40	39	—
13 —	—	—	10371
TL —	7252	13677	10371

Data Communications

McGraw Hill Publications Company
1221 Avenue of the Americas
New York, New York 10020
(212) 997-3149
Published 13 times a year

Publisher: George. F. Werner
Advertising Director: Thomas E. Duffy

Editorial Description: Data Communications is an international magazine edited for the user and purchaser of data communications equipment. Content is dedicated to the use, planning, design and implementation of information networks, with major articles relating to efficient transmission of data including public communications services, private message switching and computer networking. Feature articles cover basic methodology as well as software, terminals, communications interface equipment, multiplexers and front-end processors, common-carrier facilities, and tariffs and regulations.

Member: ABC
Rate Information:
Rates as of rate card No. 11, dated 10/82.

Freq.	BW	4C
1X	3,180	3,930
6X	2,950	3,700
12X	2,725	3,475

Advertising Data:
- 80% of all advertising space is full page ads.
- 70% of all space is run in full color.
- 75% of all advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Professional Managerial Network.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Data Concent. Equip.	145	12%
2. Data Transm.	180	14%
3. Diagnost.	175	14%
4. Comm. Carrier	130	10%
5. Data Term.	250	20%
All Others	374	30%
Total Ad Pages	1,254	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Features	466	45%
2. News	260	25%
3. New Prod.	125	12%
4. New Soft.	125	12%
5. Analysis	62	6%
Total Edit Pages	1,038	100%

Primary SRDS Classification No.: 5A

Average Ad/Edit Ratio: 58.3/41.7

Other Subscriber Research: Subscriber Research Reports/Ad Performance Study: McGraw Hill Research, April & Sept. sample size (500)/Data Comm Sub Profile Study: McGraw-Hill Research, May 82, sample size (1,000)/Brand Preference Survey of the Data Comm Market, McGraw Hill Research, November 1981, Sample size: (4,200) total divided into six section of 750 each.

Datamation

Technical Publishing Company
875 Third Avenue
New York, New York 10022
(212) 605-9400
Published monthly

Publisher: James M. Morris
Advertising Director: William J. McGuire

Editorial Description: Datamation offers a blend of technical, semi-technical and general articles and news stories covering the full spectrum of industry topics. Types of articles include tutorials, surveys and "how to's," as well as descriptions of various approaches to the design or use of particular hardware and software systems, techniques and applications. Each issue features several articles constituting a comprehensive review of a topic featured on the cover, plus at least one article of interest to each major segment of the audience. Special issues provide coverage of dp conferences.

Member: BPA
Rate Information:
Rates as of rate card No. 24, dated 1/83.

Freq.	BW	4C
1X	7,100	8,090
6X	6,850	7,840
12X	6,510	7,500

Rate Base: 146,000 as of 12/31/82.

Advertising Data:
- 98% of all advertising space is full page ads.
- 65% of all space is run in full color.
- 665 advertisers placed 1/6 pg. or more in 1982.
- 250 advertisers ran 6X or more in 1982.

Demographic or regional editions: OEM demographic edition distributed to 30,000 readers involved in the manufacture, design, or enhancement of equipment, instrumentation, or systems that incorporate EDP hardware or software.

Primary SRDS Classification No.: 5A

Average Ad/Edit Ratio: 65/35

Market Research Available: 1. "Annual Brand Preference Study of the Data Processing Market." 2. Cowen and Company "Mainframe Survey," 1982. 3. Cowen and Company "Mini/Micro Survey," 1982.

Other Subscriber Research: 1. "1982 Reader Profile Study," Technical Publishing, 2500 subscribers. 2. "1981 Circulation Duplication Study," Technical Publishing, 5000 subscribers. 3. "1982 International Duplication Study," Technical Publishing, 1000 subscribers. 4. "Harvey Readership Studies," Jan., Mar., Apr., July, Nov., Dec.

Information Systems News

CMP Publications Inc.
111 East Shore Road
Manhasset, New York 11030
(516) 365-4600
Published biweekly

Publisher: Brian Cohen
Advertising Director: Ruth Tilove

Editorial Description: Information Systems News contains news and feature articles which report on the information systems marketplace and is directed to the MIS function in large companies and organizations. It provides management and professionals with coverage of various aspects of the information systems industry. Major articles on software and information processing hardware. Other feature sections include people, government, business, corporate marketing strategies, MIS strategies and career opportunities.

Member: BPA
Rate Information:
Rates as of rate card No. 5, dated 10/82.

Freq.	BW	4C
1X	6,230	6,930
7X	5,800	6,500
13X	5,530	6,230

Rate Base: 100,000

Top Five 1982 Editorial Categories:

	Pct.
1. Information Mgt.	17%
2. Software Services	20%
3. Data Processing	13%
4. Data Communications	12%
5. Office Info Systems	12%
All others	26%
Total	100%

Primary SRDS Classification No.: 5A

Average Ad/Edit Ratio: 60/40

Business Analysis of Circulation

1 —Mfg.: computers, data processing & peripheral equip.
2 —Computer & data processing services, inc. software services, service bureaus, time sharing & EDP consultants.
3 —Other mfg. & processing (not included in mfg. above).
4 —Gov't: federal, state, municipal incl. military
5 —Educational: colleges, univs. & other educational insts.
6 —Finance: banking, insurance, real estate, securities & credit.
7 —Trade: wholesale & retail.
8 —Medical & legal services.
9 —Transp. services, land, sea & air.
10 —Utilities: communications, electric, gas & sanitary services.
11 —Constr., mining, agriculture.
12 —Other qualified business services, incl. hotels, amusements & non-profit orgs.
13 —Other qualified business services (not incl. in services above) incl. consumer credit, pers. services, business mgmt. consultants & public relations firms.
TL —Total

TL. Total A. Gen. & corp. B. Financial. C. Administrative services/marketing. D. Information systems mgmt. E. Information systems senior staff. F. Information systems professionals. G. Eng./mfg. mgmt. H. Engrs./mfg. staff. I. Consultant/educators/dealers J. Other qual. copies.

	TL	A	B	C	D	E	F
1 —	9701	9922	167	2312	2095	1598	427
2 —	14564	5057	203	1272	3221	2275	644
3 —	22802	1080	1065	747	9262	6256	1898
4 —	12063	597	176	307	4180	3985	1327
5 —	4821	393	132	146	2017	881	493
6 —	13225	1097	369	614	4974	3760	1689
7 —	5678	7447	380	289	2443	1098	497
8 —	2498	314	941	101	1172	455	176
9 —	2526	143	76	79	994	790	247
10 —	6118	327	135	394	1701	1895	631
11 —	1775	146	121	29	741	440	160
12 —	1183	135	91	42	489	218	886
13 —	3054	9381	119	213	696	392	165
TL —	100008	11963	3128	6545	33985	24043	8442

	G	H	I	J
1 —	609	1171	209	121
2 —	292	397	1100	103
3 —	768	1223	268	235
4 —	399	805	170	117
5 —	63	87	554	55
6 —	146	116	308	152
7 —	75	32	70	50
8 —	49	65	29	43
9 —	37	91	40	29
10 —	319	41/	210	89
11 —	36	63	25	14
12 —	43	28	28	21
13 —	42	59	388	42
TL —	2878	4554	3399	1071

Infosystems

ABC Publishing/Hitchcock Division
Hitchcock Building
Wheaton, Illinois 60187
(312) 665-1000
Published monthly

Publisher: James A. George

Advertising Director: Linda Shah

Editorial Description: Infosystems relates to the end-use purchase, lease or rental of computers and other hardware, software, products, supplies and services involved in the many aspects of managing information/EDP and data communications systems. Feature articles report on new ideas, products, management philosophy, personnel, methods, applications, results, efficiencies and profitability in the systems approach to gathering, processing, storage, retrieval, communications and use of information in business, industry, government and educational organizations.

Member: BPA
Rate Information:
Rates as of rate card dated 9/82.

Freq.	BW	4C
1X	5,735	6,655
6X	5,275	6,195
12X	4,870	5,790

Advertising Data:
•85% of all advertising space is full page ads.
•60% of all space is run in full color.
•286 advertisers placed 1/6 pg. or more in 1982.
•54 advertisers ran 6X or more in 1982.

Special rate cards available: Direct Information Service Cards.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Software	313	36%
2. Computers	190	22%
3. Office Automation	140	16%
4. Data Comm.	83	9%
5. Services	53	6%
All Others	101	11%
Total Ad Pages	880	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Management	235	40%
2. Software	88	15%
3. Micro Computers	88	15%
4. Data Communications	88	15%
5. Product Reports	88	15%
Total Edit Pages	587	100%

Primary SRDS Classification No.: 5A

Average Ad/Edit Ratio: 60/40

Market Research Available: "Micrographics Usage Report," "DP Salary Survey," "Software Industry Report," "Supermini Report," "Terminal Usage Study."

Mini-Micro Systems

Cahners Publishing Company
221 Columbus Avenue
Boston, Massachusetts 02116
(617) 536-7780
Published monthly

Publisher: S. Henry Sacks

Editorial Description: Mini-Micro Systems is edited for systems integrators—both OEM systems personnel designing mini-micro computer related equipment into their systems and end-users configuring their own mini or micro systems. Coverage includes both systems OEM and end-user technology profiles, product perspectives and applications for minicomputers, microcomputers, microprocessors, memory systems, peripheral equipment, data communications, distributed data processing and other minibased systems. Editorial includes staff-written and contributed articles and comparisons of products and services.

Member: BPA

Rate Information:
Rates as of rate card No. 14, dated 10/82.

Freq.	BW	4C
1X	4,990	5,790
7X	4,680	5,480
14X	4,530	5,330

Rate Base: 110,000 as of 11/82.

Advertising Data:
•84% of all advertising space is full page ads.
•57% of all space is run in full color.
•525 advertisers placed 1/6 pg. or more in 1982.
•195 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Combination with Systems International; combination with Design News, EDN, Electro-Optical Systems Design, Electronic Business, Electronic Packaging & Production, and Semiconductor International.

Special rate cards available: Classified, Mini-Micro Marketplace, Career Opportunities/Recruitment.

Primary SRDS Classification No.: 5A

Average Ad/Edit Ratio: 60/40

Market Research Available: Mini-Micro Computer Market Report, Peripheral Market Report (Based on readers buying history and buying plans).

Business Analysis of Circulation

1 —Mini/micro based turnkey systems supplier
2 —Computer & data processing services: service bureaus, software services, timesharing, consulting.
3 —Mfg.: computers, data processing systems.
4 —Mfg.: factory automation, industrial process control & energy mgmt. systems. Raw material processing: chemicals, petroleum, metals, paper, rubber.
5 —Other mfg. not incl. above: consumer products, motor vehicles, fabricated materials, machinery, aircraft, constr., mining & agriculture.
6 —Utilities communications, electric, gas & sanitary services, transp. services, land, sea, air.
7 —Gov't.: federal, state, municipal & military.
8 —Education, colleges, univ., & other educational institutions, medical & legal services.
9 —Finance: banking, insurance, real estate, securities & credit.
10 –Trade: wholesale & retail, other business services, hotels, amusements, non-profit orgs.
11 —Others allied to the field.
TL —TOTAL.

TL. Total A. Co. mgmt. B. Computer operations/systems mgmt. C. Data communications mgmt. & staff. D. Eng. mgmt. E. Systems eng./integrators. F. Consultants, G. Educators, H. Systems programming specialists. I. Other qualified pers.

	TL	A	B	C	D	E	F
1—	12307	4437	876	323	1891	3395	435
2—	12255	4213	1469	506	775	1403	2797
3—	18369	1855	886	1300	4195	7314	466
4—	12421	1266	1126	257	2817	5356	295
5—	9931	768	1893	245	1737	3890	213
6—	4720	243	612	683	636	1684	244
7—	14319	439	2137	781	2070	6031	554
8—	9706	631	1655	163	833	1228	311
9—	2863	516	1072	243	56	333	254
10—	2319	873	703	72	134	222	114
11—	5237	596	630	165	853	1784	310
TL —	104447	15837	13059	4738	15997	32640	5993

	G	H	I
1—	40	789	121
2—	61	924	107
3—	122	1611	620
4—	53	1016	235
5—	43	892	250
6—	26	467	125
7—	129	1751	427
8—	4125	608	152
9—	26	270	93
10—	19	142	40
11—	56	434	409
TL —	4700	8904	2579

Figures are FOLIO estimates for the calendar year 1982.

	Avg. Subscrip. Circ.	
1	Real Estate Today	608,440
2	ABA Journal	350,000
3	Jrnl. of Accountancy	255,569
4	Business Insurance	26,834
5	American Banker	20,389
	Total	**1,261,232**

	Subscription Growth (1981/1982)	(%)
1	ABA Journal	12.7
2	American Banker	9.1
3	Business Insurance	2.3
4	Journal of Accountancy	2.2
5	Real Estate Today	-9.8

	Net Chg. Subscriptns. (1981/1982)	(Subs.)
1	ABA Journal	39,308
2	Journal of Accountancy	5,514
3	American Banker	1,697
4	Business Insurance	613
5	Real Estate Today	-65,751
	Total	**-18,619**

	Average Sub. Price	($)
1	American Banker	284.47
2	Business Insurance	29.18
3	Journal of Accountancy	18.57
4	Real Estate Today	17.00
5	ABA Journal	5.50

	Sub. Revenue	($000)
1	Real Estate Today	10,343
2	American Banker	5,800
3	Journal of Accountancy	4,747
4	ABA Journal	1,925
5	Business Insurance	783
	Total	**23,598**

	Sub. Rev. Growth (1981/1982)	(%)
1	ABA Journal	48.9
2	American Banker	21.2
3	Business Insurance	19.4
4	Real Estate Today	2.3
5	Journal of Accountancy	2.0

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Legal profession	312.1	27%
2. Technical legal	309.6	27%
3. News-legal	204.7	18%
4. News-association	97.8	8%
5. Office management	71.0	6%
All others	154.8	14%
Total Edit. Pages	1150	100%

Primary SRDS Classification No.: 80

Average Ad/Edit. Ratio: 32.1/67.9

Other Subscriber Research: Harvey's Readership Survey, November 1982, 700 members; In-House Questionnaire, 2,000 sent, 408 returned, "Office Equipment," May 1982.

Business Insurance

Crain Communications, Inc.
220 East 42 Street
New York, New York 10017
(212) 210-0133
Published weekly

Publisher: Alfred Malecki
Advertising Director: Donald A. Walsh
Other key contacts: Ronnie I. Drachman, Director of Communications
Editorial Description: Business Insurance is edited for risk/insurance/ benefit management executives and financial executives who purchase property, casualty and employee benefit insurance. It carries news about: risk management, insurance, loss prevention and benefits; developments in commercial insurance, underwriting, new policies, financial performance of insurers and brokers, trends affecting availability of insurance and related services; effects of accidents and disasters; large court awards; insurance and benefits regulation; developments in health care insurance/ services. Specials include: annual survey of financial growth of agents/ brokers, including exclusive listing of 20 largest U.S. brokers; financial report on excess/surplus lines insurance market, and others.

Member: BPA, MCC
Rate Information:
Rates as of rate card No.14, dated 10/82.

Freq.	BW	4C
1X	3,920	4,820
7X	3,640	4,540
13X	3,430	4,340

Advertising Data:
- •50% of all advertising space is full page ads.
- •25% of all space is run in full color.
- •289 advertisers placed 1/6 or more in 1982.
- •167 advertisers ran 6X or more in 1982.

Demographic or Regional Editions: Agent/Broker Topics

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Prop/casualty/liab.	441	28.5%
2. Excess/surplus/special risks	288	18.6%
3. Agents/brokers/ consltnts & appraisers	248	16.1%
4. Life/health & other employee benefits	211	13.7%
5. Reinsurance	106	6.9%
All others	250	16.1%
Total Ad Pages	1,544	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Employee benefits	500	47%
2. Risk management/ prop., liab. insurance	479	45%
3. Safety, security, other insurance-related sub.	85	8%
Total Edit. Pages	1064	100%

Primary SRDS Classification No.: 72

Average Ad/Edit. Ratio: 57/43

Market Research Available: An Audience Profile of the BI Buyer Reader, 1982, BI Research Department, Datatab Inc., 1994 subscribers; An Audience Profile of the BI Insurance Carrier Subscriber, 1982, BI Research Department, Datatab Inc., 1449 subscribers; An Audience Profile of the BI Agent/Broker Circulation, 1978, BI Research Department, Datatab Inc., 1500 subscribers.

Journal of Accountancy

AICPA
1211 Avenue of the Americas
New York, New York 10036
(212) 575-6286
Published monthly

Publisher: Lee Berton
Advertising Director: Richard Flynn
Other key contacts: Scott Cheney, Advertising Production

Editorial Description: Journal of Accountancy reports on current thinking, developments and trends in accounting, auditing, management advisory services, taxation, education, professional affairs, and related subjects. Each issue contains a selection of articles by CPA's, executives or consultants plus these regular features: News Report, Practitioners Forum, Statements in Quotes, Current Reading and Official Releases.

Member: ABC
Rate Information:
Rates as of rate card No.23, dated 1/83.

Freq.	BW	4C
1X	3,750	4,900
6X	3,565	4,715
12X	3,375	4,525

Rate Base: 250,000 as of 1/83.

Advertising Data:
- •60% of all advertising space is full page ads.
- •20% of all space is run in full color.
- •37 advertisers placed 1/6 or more in 1982.
- •5 advertisers ran 6X or more in 1982.

Special rate cards available: Book & School Advertising: 25% discount on Display rates.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Data processing	275	33%
2. Publishing	200	24%
3. Office equipment	135	16%
4. Financial	121	14%
5. Service	30	4%
All others	76	9%
Total Ad Pages	837	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Maj. art.	250	31%
2. Off. rels.	121	15%
3. News rpt.	81	10%
4. Stmt. quot.	56	7%
5. Prac. forum	51	6%
All others	252	31%
Total Edit. Pages	811	100%

(continued on page 647)

[illegible]	
1 Engineering News Rec.	3,461
2 Construction Equip.	961
Total	**4,422**

[illegible]	
1 Engineering News Rec.	-9.4
2 Construction Equip.	-27.4

[illegible]	
1 Engineering News Rec.	-360
2 Construction Equip.	-362
Total	**-722**

[illegible]	
1 Construction Equip.	74
2 Engineering News Rec.	68

[illegible]	
1 Engineering News Rec.	12,068
2 Construction Equip.	3,726
Total	**15,794**

[illegible]	
1 Engineering News Rec.	-16.2
2 Construction Equip.	-25.6

[illegible]	
1 Construction Equip.	-1,282
2 Engineering News Rec.	-2,339
Total	**-3,621**

[illegible]	
1 Construction Equip.	3.26
2 Engineering News Rec.	2.24

[illegible]	
1 Engineer. News Rec.	105,480
2 Construction Equip.	87,927
Total	**193,407**

[illegible]	
1 Engineering News Rec.	1.5
2 Construction Equip.	0.0

[illegible]	
1 Engineering News Rec.	1,529
2 Construction Equip.	0
Total	**1,529**

[illegible]	
1 Engineering News Rec.	0.58
2 Construction Equip.	0.00

[illegible]	
1 Engineering News Rec.	15,180
2 Construction Equip.	3,726
Total	**18,906**

[illegible]	
1 Engineering News Rec.	-11.3
2 Construction Equip.	-25.6

[illegible]	
1 Construction Equip.	145
2 Engineering News Rec.	107

[illegible]	
1 Construction Equip.	72
2 Engineering News Rec.	39

[illegible]	
1 Engineer. News Rec.	105,480
2 Construction Equip.	0
Total	**105,480**

[illegible]	
1 Engineering News Rec.	1.5
2 Construction Equip.	0.0

[illegible]	
1 Engineering News Rec.	1,529
2 Construction Equip.	0
Total	**1,529**

[illegible]	
1 Engineering News Rec.	29.50
2 Construction Equip.	0.00

[illegible]	
1 Engineering News Rec.	3,112
2 Construction Equip.	0
Total	**3,112**

[illegible]	
1 Engineering News Rec.	15.1
2 Construction Equip.	0.0

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include approximately 50 audited and 75 non-audited magazines that accept advertising.

Construction Equipment

Cahners Publishing Company
Division Reed Holdings Ltd.
Cahners Plaza
P.O. Box 5080
Des Plaines, Illinois 60018
(312) 635-8800
Published 13 times a year

Publisher & Advertising Director: Robert F. DeFreitas

Other Key Contacts: Michael Porcaro, Manager Marketing Communications; Jo Ann Brooks, Assistant to Publisher

Editorial Description: Construction Equipment is edited for owners and managers of construction equipment, including trucks. It contains information on the management, use, purchasing, maintenance and evaluation of equipment. Editorial approach emphasizes ways readers can improve efficiency and productivity. Issues include articles on equipment trends, industry impact reports, future equipment application potentials, the strategy and philosophy of leading equipment-owning giants, successful field equipment applications, field and shop maintenance, user equipment evaluations, and design trends that impact maintenance practices. Coverage includes various aspects of construction equipment, including earth moving, lifting/hoisting, paving/materials production, trucking/hauling, mining/tunneling, utility/light equipment, and safety/security.

Member: BPA

Rate Information:

Rates as of rate card No. 27, dated 3/81.

Freq.	BW	4C
1X	4,140	1,115
6X	4,105	1,090
12X	3,940	1,060

Rate Base: 80,000 as of 12/82.

Advertising Data:

- •85% of all advertising space is full page ads.
- •70% of all space is run in full color.
- •278 advertisers placed 1/6 pg. or more in 1982.
- •42 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: International Construction.

Special rate cards available: ZIP/RIP, Classified schedules, Direct Mail schedules.

Demographic or regional editions: (1) OEM/Designer Demographic; (2) ZIP (Regional Impact Program)—49 zones for "target" advangage—can use one or more; (3) RIP (Regional Impact Program)—14 U.S. regions—three of which can be split for 17 regions (similar "target" advantage).

Top Four 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Construction Equip.	480	50%
2. Parts, Comp/Maint Tls	314	33%
3. Const Mats & Supplies	58	6%
4. Trucks & Trailers	71	7%
All Others	38	4%
Total Ad Pages	961	100%

Top Four 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. News	108	11%
2. Columns/Departments	72	8%
3. Features	417	45%
4. New Prod/Literature	84	9%
All others	249	27%
Total Edit Pages	930	100%

Primary SRDS Classification No.: 41

Average Ad/Edit Ratio: 60/40

(continued on page 656)

Figures are FOLIO estimates for the calendar year 1982.

1	Chronicle of Higher Ed.	1,596
2	Instructor	769
3	Learning	515
	Total	**2,880**

1	Instructor	3.4
2	Learning	2.0
3	Chronicle of Higher Ed.	-0.7

1	Instructor	77
2	Learning	57
3	Chronicle of Higher Ed.	33

1	Instructor	25
2	Learning	10
3	Chronicle of Higher Ed.	-11
	Total	**24**

1	Instructor	6,472
2	Chronicle of Higher Ed.	3,817
3	Learning	2,400
	Total	**12,689**

1	Instructor	16.7
2	Chronicle of Higher Ed.	16.6
3	Learning	8.8

1	Instructor	2.45
2	Learning	1.40
3	Chronicle of Higher Ed.	1.14

1	Instructor	926
2	Chronicle of Higher Ed.	544
3	Learning	194
	Total	**1,664**

1	Learning	490,977
2	Instructor	263,933
3	Chronicle of Higher Ed.	69,926
	Total	**824,836**

1	Chronicle of Higher Ed.	3.9
2	Instructor	2.6
3	Learning	-6.0

1	Learning	1.34
2	Instructor	1.20
3	Chronicle of Higher Ed.	0.74

1	Instructor	6,620
2	Chronicle of Higher Ed.	2,611
3	Learning	-12,275
	Total	**-3,044**

1	Instructor	9,639
2	Chronicle of Higher Ed.	6,314
3	Learning	4,711
	Total	**20,664**

1	Chronicle of Higher Ed.	16.1
2	Instructor	13.7
3	Learning	7.9

1	Learning	50
2	Chronicle of Higher Ed.	23
3	Instructor	n.e.*

1	Learning	107
2	Chronicle of Higher Ed.	56
3	Instructor	n.e.*

1	Instructor	263,933
2	Learning	190,977
3	Chronicle of Higher Ed.	69,926
	Total	**524,836**

1	Chronicle of Higher Ed.	3.9
2	Instructor	2.6
3	Learning	-6.0

1	Chronicle of Higher Ed.	35.71
2	Learning	12.10
3	Instructor	12.00

1	Instructor	6,620
2	Chronicle of Higher Ed.	2,611
3	Learning	-12,275
	Total	**-3,044**

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Early Years, Arts & Activities, Library Journal, School Arts Magazine, School Shop, Today's Education*; and approximately 75 non-audited magazines that accept advertising. Note: In the Education Market, The Chronicle of Higher Education deals only with the college and university segment, whereas the two other publications in the market deal with primary and secondary education. Analyses based on market share percentages should take this distinction into account.

The Chronicle of Higher Education

The Chronicle of Higher Education, Inc.
1333 New Hampshire Avenue, NW
Washington, D.C. 20036
(202) 828-3500
Published 48 times a year

Publisher: John A. Crowl
Advertising Director: Display—Robin Ross; Classified—Laurie Snowden
Other Key Contacts: Corbin Gwaltney, President and Editor; Edward R. Weidlein, Associate Editor; Philip W. Semas, Managing Editor; Pamela Imburgia, Associate Publisher

Editorial Description: The Chronicle of Higher Education covers news and trends in higher education. In addition to news and trend articles, regular features include campus news, Washington news, summaries of new bills in Congress affecting colleges and universities; details of new foundation grants; legislative surveys; calendar of meetings, seminars, and workshops; reprints of major texts; special statistical reports and surveys; special columns; classified employment advertising.

Member: ABC
Rate Information:
Rates as of rate card No. 17, dated 1/1/83.

Freq.	BW	4C
1X	2,430	—
6X	2,310	—
12X	2,185	—

Rate Base: 69,659 as of 6/30/82.
Advertising Data:
- •31% of all advertising space is full page ads.
- •201 advertisers placed 1/6 pg. or more in 1982.
- •20 advertisers ran 6X or more in 1982.

Special rate cards available: Rate card 17-N offers special rates for non-profit organizations and publishers.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Classified	1,239	78%
2. Display	357	22%
Total Ad Pages	1,596	100%

Primary SRDS Classification No.: 38

Average Ad/Edit Ratio: 59/41

Market Research Available: The title of the market survey is: "The Higher Education Market, Patterns of Responsibility, Purchasing, and Influence." It was conducted by John Minter Associates, Inc. Sample size: 5,400.

Other Subscriber Research: The title: "Comparable Profile Measurement of Subscribers and Their Households." It was conducted by Erdos and Morgan, Inc. in November, 1980. The sample size was 2,000. Specific questions on travel and convention-going.

[illegible]	
1 Instructor	3,166
2 Chronicle of Higher Ed.	2,497
3 Learning	2,311
Total	**7,974**

[illegible]	
1 Chronicle of Higher Ed.	15.2
2 Instructor	8.0
3 Learning	7.0

Instructor

Harcourt Brace Jovanovich, Inc.
757 Third Avenue
New York, New York
(212) 888-3400
Published 9 times a year

Publisher: Leanna Landsmann
Advertising Director: Marilyn Schutz
Other Key Contacts: John Saval, Mariann Confrancisco, Russel Selover, Susan Scott, Advertising Account Managers

Editorial Description: Instructor is edited for teachers, curriculum coordinators, principals and supervisors of primary grades through junior high school. Content: Teacher service articles about classroom-tested programs and teaching aids, teaching techniques, trends in education, poems, plays, audiovisual uses, science experiments, social studies, health, physical education and art. Editorial departments, include teacher travel; discipline; basic curriculum area-features; new product reviews; electronic teaching and evaluations; review of films and filmstrips; review of early childhood education material. Special Issues: Children's Trade and Library Books, Early Childhood Education, Paperback Book Bonanza, Computers and Reading.

Member: ABC
Rate Information:
Rates as of rate card No. 41, dated 9/82.

Freq.	BW	4C
1X	5,165	6,540
6X	4,655	6,030
12X	4,315	5,690

Advertising Data:
- 50% of all advertising space is full page ads.
- 50% of all space is run in full color.

Networks or combination buys through which publication is available: Instructor Computer Directory for schools.

Demographic or regional editions: Geographic regions are broken out according to advertisers needs.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Supp. Progs. & Mats.	282	36.7%
2. Textbooks	221	28.8%
3. Industry-sponsored	49	6.5%
4. Pers./Prof. Enrich.	53	7.0%
5. Cmptrs./rel. prods.	69	9.0%
All Others	92	12%
Total Ad Pages	769	[illegible]00%

Primary SRDS Classification No.: 38

Average Ad/Edit Ratio: 55/45

Market Research Available: "Harvey Audience Coverage Study," Harvey Research Organization, 1981, 2000 sample size.

Other Subscriber Research: "Harvey Readership Studies," January, April and November, 100 sample size.

Learning

Pitman Learning, Inc.
19 Davis Drive
Belmont, CA 94002
(415) 592-7810
Published nine times a year

Publisher: Morton Malkofsky
Advertising Director: Cathy Souza

Editorial Description: Learning is edited for elementary and junior high school educators and administrators. Concerned with curriculum and child development, Learning focuses on innovative and tested teaching strategies (ranging from specified subject areas to classroom management), roundups and assessments of educational policies and trends, social/political issues related to the teaching profession, and reviews of a wide variety of books and teaching materials. Also included are articles by or interviews with those in the fields of education and behavior.
Member: ABC
Rate Information:
Rates as of rate card No. 11, dated 7/82.

Freq.	BW	4C
1X	4,335	5,585
6X	3,900	5,150
12X	3,470	4,720

Rate Base: 210,000 as of 7/82.

Advertising Data:
- 80% of all advertising space is full page ads.
- 60% of all space is run in full color.
- 200 advertisers placed 1/6 pg. or more in 1982.
- 50 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Learning Periodicals Group with Curriculum Product Review and Educational Dealer.

Top Four 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Textbook	180	35%
2. Computers	80	16%
3. Supplmtl Matl	54	10%
4. Book Clubs	40	8%
All others	161	31%
Total Ad Pages	515	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Practical/How to	180	40%
2. Posters	144	32%
3. Comp/Tech	27	6%
4. Invsgtv/Rptng	27	6%
5. Product Reviews	18	4%
All Others	54	12%
Total Edit Pages	450	100%

Primary SRDS Classification No.: 16 Education

Average Ad/Edit Ratio: 55/45

[illegible]

[illegible]

1	Electronic Design	4,581
2	EDN	4,103
3	Electronic News	3,758
4	Electronics	3,180
5	Elec. Buyers' News	2,660
6	Elec. Engineering Times	2,197
7	Computer Design	2,017
8	Electronic Products	1,368
9	Control Engineering	1,355
10	Spectrum	830
	Total	**26,049**

[illegible]

1	Computer Design	7.9
2	Electronic Products	5.8
3	EDN	4.3
4	Electronic Design	-0.9
5	Control Engineering	-1.7
6	Electronic Buyers' News	-5.5
7	Spectrum	-7.2
8	Electronic News	-10.8
9	Electronics	-15.8
10	Electronic Buyers News	n.e.*

[illegible]

1	Electronic News	502
2	EDN	170
3	Computer Design	150
4	Electronic Products	75
5	Control Engineering	-23
6	Electronic Design	-42
7	Spectrum	-64
8	Electronic Buyers' News	-128
9	Electronics	-597
10	Electronic Buyers News	n.e.*
	Total	**43**

[illegible]

1	Electronic Design	176
2	EDN	171
3	Computer Design	168
4	Electronics	122
5	Control Engineering	113
6	Electronic Products	91
7	Elec. Engineering Times	85
8	Electronic News	72
9	Spectrum	69
10	Electronic Buyers' News	52

[illegible]

1	Electronic Design	19,147
2	Electronic News	16,873
3	EDN	15,278
4	Electronics	12,426
5	Elec. Engineering Times	9,280
6	Elec. Buyers' News	8,200
7	Computer Design	7,921
8	Electronic Products	4,915
9	Control Engineering	4,848
10	Spectrum	3,235
	Total	**102,123**

[illegible]

1	Computer Design	18.4
2	EDN	15.0
3	Control Engineering	12.8
4	Electronic Design	11.8
5	Electronic Products	11.3
6	Elec. Engineering Times	7.9
7	Spectrum	4.1
8	Electronics	-7.3
9	Electronic News	-28.0
10	Elec. Buyers' News	n.e.*

[illegible]

1	Electronic News	2,794
2	Electronic Design	2,028
3	EDN	1,992
4	Computer Design	1,231
5	Elec. Engineering Times	680
6	Control Engineering	549
7	Electronic Products	500
8	Spectrum	99
9	Electronic Buyers' News	0
10	Electronics	-981
	Total	**8,892**

[illegible]

1	Computer Design	7.68
2	Electronic Design	6.75
3	EDN	5.43
4	Control Engineering	4.96
5	Electronic News	4.85
6	Electronics	4.77
7	Elec. Engineering Times	3.54
8	Electronic Buyers' News	3.39
9	Electronic Products	2.81
10	Spectrum	1.26

[illegible]

1	Spectrum	213,902
2	EDN	117,234
3	Electronic Products	116,516
4	Electronic Design	109,128
5	Elec. Eng. Times	100,826
6	Electronics	100,290
7	Computer Design	85,943
8	Control Engineering	81,514
9	Electronic News	66,967
10	Elec. Buyers' News	46,491
	Total	**1,038,811**

[illegible]

1	Computer Design	25.7
2	Spectrum	8.3
3	Electronics	4.8
4	Control Engineering	2.5
5	EDN	1.1
6	Electronic Design	0.7
7	Electronic Products	0.6
8	Elec. Engineering Times	-0.7
9	Electronic News	-5.4
10	Elec. Buyers' News	n.e.*

[illegible]

1	Computer Design	17,573
2	Spectrum	16,310
3	Electronics	4,626
4	Control Engineering	1,959
5	EDN	1,246
6	Electronic Design	782
7	Electronic Products	646
8	Elec. Engineering Times	-676
9	Electronic News	-3,802
10	Elec. Buyers' News	n.e.*
	Total	**38,664**

[illegible]

1	Electronics	0.85
2	Spectrum	0.60
3	Electronic News	0.48
4	Computer Design	0.11
5	Control Engineering	0.10
6	EDN	0.00
7	Electronic Buyers' News	0.00
8	Electronic Design	0.00
9	Elec. Engineering Times	0.00
10	Electronic Products	0.00

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Circuits Manufacturing, Computer, Defense Electronics, Digital Design, EEM, Electronic Business, Electronic Component News, Electronic Packaging & Production, Electronics, Electronics Test, Electro-Optics, Evaluation Engineering, Laser Focus, MicroWaves & RF, Microelectronic Manufacturing & Testing, Microwave Journal, Microwave Systems News, Military Electronics/Countermeasures, Photonics Spectra, Powerconversion International, R.F. Design, Semiconductor International, Solid State Technology*; and approximately 36 non-audited magazines that accept advertising.

Computer Design Magazine

PennWell Publishing Company
119 Russell Street
Littleton, Massachusetts 01460
(617) 486-9501

See complete media profile in the *Computers and Computer Peripherals* market analysis section.

EDN

Cahners Publishing Co.
221 Columbus Ave.
Boston, MA 02116
(617) 536-7780

Editorial Description: EDN is edited for specifying designers of electronic products, equipment and systems. EDN presents news, methods, ideas and products only as they relate to the present and future job responsibilities of designers and design managers in electronics. Feature editorial keeps the designer's working knowledge current in various phases of the design cycle—design test and packaging.

Member: BPA, ABC
Rate Information:
Rates as of rate card No. 30 dated 11/1/82

Freq.	BW	4C
1X	3950	4640

Advertising Data:
•86% of all advertising space is full page ads.
•73% of all space is run in full color.
•73 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Cahners Manufacturing Industries Group offers an additional 7% advertising allowance to companies advertising in 2 or more publications.

Demographic or regional editions: on inserts only.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Semiconductor Prod.	1014	25%
2. Test & Measurement	853	21%
3. Packaging & Intercon.	500	12%
4. Comp. & Rel. Equip.	491	12%
5. Control & Display	439	11%
All Others	819	20%
Total Ad Pages	4116	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Features	1552	60.6%
2. News	93	3.6%
3. Product Reviews	725	28.3%
All others	191	7.5%
Total Edit Pages	2561	100%

Primary SRDS Classification No.: 40

Average Ad/Edit Ratio: 63/37

Business Analysis of Circulation
1 —Computers, data processing & peripheral equip.
1-1 —Large computers.
1.2 —Mini-computers.
1.3 —Computer peripheral equip.

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]

1	Electronic Design	19,147
2	Electronic News	18,547
3	EDN	15,278
4	Electronics	14,632
5	Elec. Engineering Times	9,280
6	Electronic Buyers News	8,200
7	Computer Design	8,037
8	Elec. Buyers' News	4,915
9	Spectrum	4,784
10	Control Engineering	4,497
	Total	**107,317**

[illegible]

1	Computer Design	19.4
2	Electronic News	18.6
3	EDN	15.0
4	Control Engineering	12.4
5	Electronic Design	11.8
6	Electronic Products	11.3
7	Spectrum	10.9
8	Elec. Engineering Times	7.9
9	Electronics	-3.9
10	Elec. Buyers' News	n.e.*

[illegible]

1	Electronic Design	289
2	Computer Design	283
3	EDN	278
4	Electronics	214
5	Control Engineering	173
6	Electronic Products	159
7	Spectrum	138
8	Electronic News	122
9	Elec. Buyers' News	n.e.*
10	Elec. Engineering Times	n.e.*

[illegible]

1	Electronic Design	113
2	Computer Design	112
3	EDN	107
4	Electronics	92
5	Spectrum	69
6	Electronic Products	68
7	Control Engineering	60
8	Electronic News	50
9	Elec. Buyers' News	n.e.*
10	Elec. Engineering Times	n.e.*

[illegible]

1	Spectrum	213,902
2	Electronics	100,290
3	Electronic News	66,967
4	Computer Design	2,957
5	Control Engineering	2,481
6	EDN	0
7	Electronic Buyers' News	0
8	Electronic Design	0
9	Elec. Engineering Times	0
10	Electronic Products	0
	Total	**386,597**

[illegible]

1	Computer Design	155.1
2	Spectrum	8.3
3	Electronics	4.8
4	EDN	0.0
5	Electronic Design	0.0
6	Elec. Engineering Times	0.0
7	Electronic Products	0.0
8	Control Engineering	-3.6
9	Electronic News	-5.4
10	Elec. Buyers' News	n.e.*

[illegible]

1	Spectrum	16,310
2	Electronics	4,626
3	Computer Design	1,798
4	EDN	0
5	Electronic Design	0
6	Elec. Engineering Times	0
7	Electronic Products	0
8	Control Engineering	-92
9	Electronic News	-3,802
10	Elec. Buyers' News	n.e.*
	Total	**18,840**

[illegible]

1	Control Engineering	40.00
2	Computer Design	39.23
3	Electronic News	25.00
4	Electronics	22.00
5	Spectrum	7.25
6	EDN	0.00
7	Electronic Buyers' News	0.00
8	Electronic Design	0.00
9	Elec. Engineering Times	0.00
10	Electronic Products	0.00

[illegible]

1	Electronics	2,206
2	Electronic News	1,674
3	Spectrum	1,550
4	Computer Design	116
5	Control Engineering	99
6	EDN	0
7	Electronic Buyers' News	0
8	Electronic Design	0
9	Elec. Engineering Times	0
10	Electronic Products	0
	Total	**5,645**

[illegible]

1	Computer Design	182.9
2	Spectrum	30.8
3	Electronics	21.4
4	Electronic News	7.6
5	EDN	0.0
6	Electronic Design	0.0
7	Elec. Engineering Times	0.0
8	Electronic Products	0.0
9	Control Engineering	-3.7
10	Elec. Buyers' News	n.e.*

*n.e. = not estimated

1.4	—Data processing systems (systems integration).
	—Office & business machines.
3	—Test measurement & instrumentation.
4	—Communications systems & equip.
5	—Navigation & guidance systems & equipment
6	—Consumer electronics.
6.1	—Entertainment.
6-2	—Appliances.
6.3	—Other.
7	—Industrial controls, systems & equip.
8	—Components, sub-assemblies.
9	—Materials & hardware.
10	—Aircraft, missiles, space & ground support equip.
11	—Oceanography & support equip.
12	—Medical electronics.
13	-Industrial cos. within the OEM incorp. electronic equip. in their end prod., not elsewhere class.
14	—Ind. research, test & design labs. & consultants (ex. those connected with a mfg. co.).
15	—Public admin.
16	—Industrial cos. using and/or incorp. any electronic prods. in their mfg., research or development activities.
17	—Commercial users of electronic equip.
18	—Education & libraries.
TL	—Total

TL Total A. Gen. or corp. mgmt. B Design & development eng.—mgmt. C. Design & development eng. —eng. D. Eng. services—mgmt. E. Eng. services—eng. F. Basic research—mgmt. G. Basic research—eng. H. Mfg. production—mgmt. I. Mfg. production—eng

	TL	A	B	C	D	E	F	G	H	I
1—	—	—	—	—	—	—		—	—	—
1-1—	3361	230	422	1757	179	577	15	48	49	84
1-2—	5581	727	984	2576	343	681	18	40	109	103
1-3—	7509	823	1207	3824	342	881	16	57	160	199
1-4—	4937	1014	1112	1990	225	432	23	39	57	45
—	3326	316	602	1737	152	354	10	17	62	76
3—	10762	1294	2212	5282	467	890	44	76	289	208
4—	20186	1633	4076	10806	972	1844	74	199	268	274
5—	6804	341	1127	4047	293	750	17	44	87	98
6—	—	—	—	—	—	—	—	—	—	—
6-1—	2280	262	451	1037	140	223	16	41	61	49
6-2—	1320	170	297	534	70	142	7	17	49	34
6-3—	1384	198	288	625	50	118	7	14	41	43
7—	13526	1706	3252	6703	441	884	40	71	260	169
8—	2840	338	690	1214	158	275	8	9	73	75
9—	203	32	46	71	15	20	4	5	8	2
10—	13592	632	2374	7902	697	1499	55	108	175	150
11—	684	45	118	398	27	50	11	19	8	8
12—	4331	421	844	1997	228	383	53	72	130	103
13—	3699	422	836	1846	142	257	18	24	100	54
14—	3407	354	726	1719	119	209	98	172	5	5
15—	4906	351	955	2422	326	501	117	198	14	22
16—	2020	185	428	1024	101	151	32	42	28	29
17—	—	—	—	—	—	—	—	—	—	—
18—	676	24	169	324	11	14	64	70	0	0
TL—	117234	11518	23216	59835	5498	11175	747	1382	2033	1830

Figures are FOLIO estimates for the calendar year 1982.

Electronic Buyers' News

CMP Publications Inc.
111 East Shore Road
Manhasset, New York 11030
(516) 365-4600
Published weekly

Publisher: Richard Singer
Advertising Director: Ruth Tilove
Other Key Contacts: David L. Allen, Associate Publisher

Editorial Description: Electronic Buyers' News is edited for those responsible for the procurement of electronic components, materials, instruments, and systems. In-depth coverage of buyer-oriented news, stressing source, price, delivery and quality information, purchasing and supplier personnel. News coverage with a summary of general electronic industry news. Technology coverage is non-technical, directed towards better understanding of items being purchased, and new trends expected to have impact on future requirements. Features include purchasing systems and methods, visits to vendors plants, price stories, delivery surveys, purchasing techniques. Includes financial and business information, distribution, purchasing, etc.

Member: BPA
Rate Information:
Rates as of rate card No. 18NA, dated 10/1/82.

Freq.	BW	4C
1X	3,330	3,930
7X	3,130	3,730
13X	2,995	3,595

Demographic or regional editions: East-Central-West.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Semiconductors		23%
2. Components		20%
3. Distribution		18%
4. Purchasing		15%
5. Computers		12%
All others		12%
Total Edit Pages		100%

Primary SRDS Classification No.: 40
Average Ad/Edit Ratio: 65/35

Business Analysis of Circulation
1 —Computers, data processing & peripheral equip. & office & business machines.
2 —Test, measurement & instrumentation equip.
3 —Communications systems & equip., aero/space/naval electronics-ground, ship, air, navigation & oceanography.
4 —Industrial controls, systems & equip.
5 —Consumer electronics—applicances, entertainment, other.
6 —Industrial cos. within the OEM Incorp. electronic equip. in their end product, not elsewhere classified & medical electronics.
7 —Components & sub-assemblies.
8 —Materials & hardware.
9 —Fabricators & subcontrs.
10 —Ind. research, test & design labs & consultants (excl. those connected with a mfg. co.).
11 —Industrial cos. using and/or incorp. any electronic products in their mfg. research or development activities, commercial users of electronic equip.
12 —Gov't agencies & military.
3 —Distributor.
14 —Education & libraries.
15 —Others allied to the field inc. sales.
TL —Total

TL. Total A. Purchasing & procurement. B. Management. C. Engineering. D. Sales market.

	TL	A	B	C	D
1 —	6544	4062	1809	417	256
2 —	4314	2862	988	315	149
3 —	6566	4418	1427	596	125
4 —	4173	2243	1265	517	148
5 —	2127	1203	689	164	71
6 —	4948	3275	1190	291	192
7 —	5829	2897	1670	229	1033
8 —	677	312	232	27	106
9 —	900	469	363	38	30
10 —	815	473	182	145	15
11 —	1220	887	214	110	9
12 -	3307	2093	732	392	90
13 —	3911	936	1553	30	1392
14 —	207	107	67	25	8
15 —	1369	651	338	52	328
TL —	46907	26888	12719	3348	3952

Electronic Engineering Times

CMP Publications Inc.
111 East Shore Road
Manhasset, New York 10030
(516) 365-4600
Published biweekly

Publisher: Frank Burge
Advertising Director: Donna Ambrosino

Editorial Description: Electronic Engineering Times is edited for design engineers and engineering management in the electronic and computer industries. Editorial coverage includes—Technical news and trends of the industry and developments in Semiconductors. Components, Computers, Instrumentation and Production; professional engineering and business news.

Member: BPA
Business Analysis of Circulation
1 —Computers, data processing & peripheral equip.
1-1—Large computers.
1-2—Mini computers.
1-3—Computer peripheral equip.
1-4—Data processing systems.
2 —Office & business machines.
3 —Test measurement & instrumentation equip.
4 —Communications systems & equip.
5 —Navigation & guidance systems & equip.
6 —Consumer electronics.
6-1—Entertainment.
6-2—Appliances.
6-3—Other.
7 —Industrial controls, systems & equip.
8 —Components & sub-assemblies.
9 —Aircraft, missiles, space & ground support equip.
10 —Oceanography & support equip.
11 —Medical electronics.
12 —Industrial cos. within the OEM incorporating.
13 —Ind. research, test & design labs. & consultants.
14 —Public admin. & military.
15 —Industrial cos. using and/or incorporating any.
16 —Commercial users of electronic equip.
17 —Education & libraries.
TL —Total

TL. Total A. Gen. or corporate mgmt. B. Design & development eng. (circuits, components, equip., systems). C. Design & development eng. (circuits, components, equip., systems) D. Eng. services (evaluation, quality control, reliability, standard, test). E. Eng. services (evaluation, quality control, reliability, standard, test). F. Basic research—mgmt. G. Basic research—eng. H. Mfg. & production—mgmt. I. Mfg. & production—eng.

	TL	A	B	C	D	E	F	G	H	I
1—	—	—	—	—	—	—	—	—	—	—
1-1—	2762	273	457	1614	82	226	12	12	35	51
1-2—	4630	779	930	2385	121	244	12	15	87	57
1-3—	5922	793	1106	3362	118	294	10	22	106	111
1-4—	4240	922	982	2009	101	157	14	9	27	19
2—	2047	256	418	1159	40	115	5	12	16	26
3—	7922	1045	1702	4589	141	247	25	32	68	73
4—	15011	1490	3077	9238	293	549	23	47	134	160
5—	5504	250	912	3724	134	325	9	11	52	87
6—	—	—	—	—	—	—	—	—	—	—
6-1—	1506	253	328	765	42	59	7	14	15	23
6-2—	853	129	178	425	24	41	6	12	14	24
6-3—	1081	196	255	505	25	42	2	6	21	29
7—	10757	1229	2554	6412	98	237	24	25	93	84
8—	5369	968	1292	2314	151	277	17	24	191	135
9—	13434	678	2262	8867	382	921	30	41	113	140
10—	423	29	96	256	8	15	7	5	3	4
11—	2196	323	468	1191	65	72	11	22	24	20
12—	3927	602	874	2081	84	137	21	20	60	48
13—	4375	762	883	2324	86	114	66	134	3	3
14—	3836	402	728	2170	156	242	56	51	13	18
15—	3227	372	661	1772	90	172	31	58	58	63
16—	1478	421	260	560	70	95	12	4	30	26
17—	942	144	239	559	—	—	—	—	—	—
TL—	101442	12316	20612	58281	2312	4581	400	576	1163	1201

Electronic Design

Hayden Publishing Co.
50 Essex Street
Rochelle Park, New Jersey 07662
(201) 843-0550
Published bi-weekly

Publisher: Laurence Altman
Other Key Contacts: Paul Mazzacano, National Sales Manager; Robert Lukas, National Accounts Manager

Editorial Description: Electronic Design editorially serves the electronics industry—the engineers and engineering management responsible for the design and specification of equipment and devices, electronic components, equipment systems and related products and accessories. Under three categories: News, Technology and Products—Electronic Design publishes technical trends, practical tips on design and tells what products are helpful. The editorial content scans developments in circuitry, microelectronics, test equipment, microwaves, communications, computers, mini-micro computers, software, measurements and instrumentation. A new product section lists manufacturers offerings, with outstanding characteristics of the products, their prices and availability. Also included are special reports, industry surveys, and technical articles on new development and "how-to" application articles.

Member: BPA

Rate Information:

Rates as of rate card No. 25, dated 1/1/83.

Freq.	BW	4C
1X	4,195	4,920
7X	4,160	4,885
13X	4,070	4,795

Advertising Data:

- •70% of all advertising space is full page ads.
- •56% of all space is run in full color.
- •1216 advertisers placed 1/6 pg. or more in 1982.
- •554 advertisers ran 6X or more in 1982.

Special rate cards available: Recruitment

Demographic or regional editions: Full run; domestic only; international only; a-b split; geographic split; and demographic inserts.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Computers	883	30%
2. Semiconductors	735	25%
3. Power & Components	412	14%
4. Test & Measurement	353	12%
5. Communications	294	10%
All others	265	9%
Total Edit Pages	2,942	100%

Primary SRDS Classification No.: 40

Average Ad/Edit Ratio: 60/40

Market Research Available: Survey of Industry Attitudes: How and why electronics advertisers and agencies select media. Readership Research Assoc.; 12/23/81; Sample size: 4118 adv.; 198 agencies. Brand Recognition Study; 1982 Reader Recall Studies; 1982 Market Pulse Studies.

Other Subscriber Research: 1) June 11, 1981 Inquiry Follow-up Study, Hayden Research, Sample size: 540 inquiries; 1000 non-inquiries (ICs and semis). 2) October 15, 1981 Inquiry Follow-up Study, Hayden Research, Sample size: 360 inquiries, 500 non-inquiries (test and measurement equipment).

Business Analysis of Circulation

1 —Computers, data processing & peripheral equip.
(1-1) —Large computers.
(1-2) —Mini computers.
(1-3) —Computer peripheral equip.
(1-4) —Data processing systems.
2 —Office & business machines.
3 —Test measurement & instrumentation equip.
4 —Communication systems & equip.
5 —Navigation & guidance systems & equip.
6 —Consumer electronics.
(6-1) —Entertainment.
(6-2) —Appliances.
(6-3) —Other.
7 —Industrial controls, systems & equip.
8 —Components & sub-assemblies.
9 —Aircraft, missiles, space & ground support equip.
10 —Oceanography & support equip.
11 —Medical electronics.
12 —Industrial cos. within the OEM incorp. electronic equip. in their end prod. not elsewhere class.
13 —Ind. research test & design labs. & consultants (excluding those connected with a mfg. co.)
14 —Public administration and military.
15 —Industrial cos. using and/or incorp. any electronic products in their mfg., research or development activities.
16 —Commercial users of electronic equip.
TL —Total

TL. Total A. Gen. or corporate mgmt. B. Design & development eng. (circuits, components equip., system)—mgmt. C. Design & development eng. (circuits components equip., systems)—eng. D. Eng. services, (evaluation, quality control, reliability, standards, (test)—mgmt. E. Eng. services (evaluation, quality control, reliability, standards, (test)—eng. F. Basic research—mgmt. G. Basic research—eng. H. Mfg. & production—mgmt. I. Mfg. & production—eng.

	TL	A	B	C	D	E	F
1—	—	—	—	—	—	—	—
(1-1)—	3061	194	496	1559	210	434	41
(1-2)—	6001	703	1291	2727	361	626	61
(1-3)—	7201	719	1508	3669	326	648	40
(1-4)—	6418	1174	1617	2602	333	437	60
2—	3221	248	668	1666	149	312	25
3—	10613	1081	2357	5389	525	766	82
4—	19538	1631	4889	9879	1093	1408	138
5—	6448	257	1198	3996	273	514	24
6—	—	—	—	—	—	—	
(6-1)—	1965	272	470	912	104	93	24
(6-2)—	1051	149	293	427	52	50	14
(6-3)—	1079	162	267	504	39	37	8
7—	12402	1277	3578	6254	371	513	66
8—	2825	349	963	911	248	157	19
9—	12375	543	2768	6599	762	1300	108
10—	665	41	133	354	20	69	19
11—	4180	308	917	2079	249	346	70
12—	3505	267	889	1824	130	201	26
13—	1220	218	428	244	105	51	92
14—	5025	502	977	2254	482	535	145
15—	1086	79	255	534	60	77	19
16—	268	33	50	113	31	27	3
TL—	110147	10207	26012	54496	5929	8601	1084

	G	H	I
1—	—	—	—
(1-1)—	32	49	46
(1-2)—	38	114	74
(1-3)	33	160	98
(1-4)—	80	69	46
2—	42	55	56
3—	58	235	120
4—	171	211	118
5—	38	80	68
6—	—	—	—
(6-1)—	29	41	20
(6-2)—	17	39	10
(6-3)—	8	41	13
7—	64	188	91
8—	6	143	29
9—	111	179	5
10—	15	4	10
11—	87	81	43
12—	45	59	64
13—	70	5	7
14—	85	40	5
15—	39	12	14
16—	4	4	3
TL—	1072	1809	937

Electronic News

Fairchild Publications
Capital Cities Communications, Inc.
7 East 12th Street
New York, New York 10003
(212) 741-4230
Published 52 times a year

Publisher: Zachary J. Dicker

Other Key Contacts: Thomas A. Conway, Jr., Western Sales Manager; Jack Dolce, Eastern Sales Manager; Bernie Ventre, New England Sales Manager

Editorial Description: Electronic News is for professionals in the electronics and computer industries. Its news columns report the technical and business events of the preceding week in electronics and computer marketplaces—government, industrial, commercial, military and aerospace, consumer, etc. Editorial content covers electronic components, computers and peripheral equipment, instrumentation, communications, materials and production, electronic distribution, and financial news. Special features include: Patterns in Pricing, Contract Awards, Data Topics, Government Closeups, and Off-the-Shelf (distribution).

Member: ABC

Rate Information:

Rates as of rate card No. 22, dated 10/1/82.

Freq.	BW	4C
1X	4,610	5,270
6X	4,452	5,112
12X	4,410	5,070

Advertising Data:

- •35% of all advertising space is full page ads.
- •45% of all space is run in full color.
- •1150 advertisers placed 1/6 pg. or more in 1982.
- •825 advertisers ran 6X or more in 1982.

Demographic or regional editions: Inserts accepted on a regional basis.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Components	1409	36.0%
2. Computers, Peripherals	1562	39.9%
3. Instr., Power Supplies	356	9.1%
4. Hardware, Mat'ls	165	4.2%
5. Distributors	352	9.0%
Services, Financial	71	1.8%
Total Ad Pages	3915	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Computers	677	26.2%
2. Components	543	2[illegible]%
3. Test & Measurement	517	20.0%
4. Communications	318	12.3%
5. Materials, Pkg., Prod.	238	9.2%
Govt., Finance	292	11.3%
Total Edit Pages	2,584	100.0%

Primary SRDS Classification No.: 40

Average Ad/Edit Ratio: 2/1

Market Research Available: "How the Electronics Industry Buys MPU Chips & MCU Boards," "How the Electronics Industry Buys Semiconductor Memories," "How the Electronics Industry Buys Connectors," "How the Computer Industry Buys Disk Drives," "EN Delivers the Computer Reseller and End User Market," "How the Electronics Industry Buys Capacitors 1983." (for further information call Lola Valenciano.)

Business Analysis of Circulation

1 —Manufacturers of:
1-1 —Electronic sys., comm., incl. microwaves, navigation & guidance, aircraft & missile, data proc. & automatic control, elect. equip., comm. incl. microwave measuring, test, industrial, med. & home entertainment.
1-2 —Electronic sub-assemblies, components & materials.
1-3 —Other mftrs. incl. machine tools, chemicals, metals—using electronic equip. as part of their prod. or for production and/or research.
2 —Government & military
3 —Ind. research & development firms (except govt.)
4 —Operators of communication equip., telephone, telegraph, radio, TV & microwave links.
5 —Service & installation
6 —Educational
6-1 —Colleges, universities & professional schools, professors, instructors (except students)
6-2 —Students
7 —Public libraries.
8 —Other allied to the field
9 —Awaiting classification.
TL —Total.

TL. Total A. Corp. officers, owners, partners & gen. mgrs. B. Eng. mgmt., chief eng., dir. of research & development, project mgr., dept & section heads & assts. C. Operation mgmt. (Non-eng.)—

division mgrs., dept. heads, plant mgrs., purchasing mgrs. D. Eng. & scientific pers., engrs., scientists, physicists, chemists & tech. E. Production operations & maintenance pers., engrs., techs. & other pers. F. Sales mgrs., marketing mgrs. & other sales & marketing pers G. Co. subs., co. libraries H. Other pers.

Electronic Products Magazine

Hearst Business Communications
645 Stewart Avenue
Garden City, New York 11530
(516) 222-2500
Published 15 times a year

Publisher: Michael J. Stoller

Editorial Description: Electronic Products is an engineering magazine serving the design, test, quality assurance, and related functions by providing information for solving everyday engineering problems. The editorial element of Electronic Products is interpretation. Through analysis and evaluation, the editors put technological developments into needed practical perspective.

Member: BPA
Rate Information:
Rates as of rate card No. 25, dated 1/83.

Freq.	BW	4C
1X	3,750	4,395
6X	3,500	4,145
12X	3,200	3,845

Demographic or regional editions: Eastern, central, western regional. Buy available—full page only.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Integated Circuits	214	21%
2. Computers	174	17%
3. Circuit Components	153	15%
4. Test & Measurement	112	11%
5. Packaging & Instru.	87	8.5%
All others	280	27.5%
Total Edit Pages	1021	100%

Primary SRDS Classification No.: 40

Average Ad/Edit Ratio: 60/40

Business Analysis of Circulation

1 —Computer, data processing & peripheral equip.
(1-1) —Large computers.
(1-2) —Mini-computers.
(1-3) —Computer-peripheral equip.
(1-4) —Data processing systems (systems integration).
2 —Office & business machines.
3 —Test, measurement & instrumentation equip.
4 —Communications systems & equip.
5 —Navigation & guidance systems & equip.
6 —Consumer electronics.
(6-1) —Entertainment.
(6-2) —Appliances.
(6-3) —Other.
7 —Industrial controls, systems & equip.
8 —Components & sub-assemblies.
9 —Materials & hardware.
10 —Aircraft, missiles, space & ground support equip.
11 —Oceanography & support equip.
12 —Medical electronics.
13 —Industrial cos. within the OEM incorporation electronic equip. in their end product, not elsewhere classified.
14 —Independent research, test & design laboratories & consultants (exclusing those connected with a mftr. co.).
15 —Public admins. & military.
16 —Industrial cos. using and/or incorporation any electronic products in their mfg. research or development activities.
17 —Commercial users of electronic.
18 —Distribution.
19 —Education & libraries.
20 —Others allied to the field.
TL —Total

TL. Total A. Gen. or corporate mgmt. B. Design & development eng. (circuit, components, equip., systems)—mgmt. C. Design & development eng. (circuits, components, equip., systems)—eng. D. Eng. services (evaluation, quality control, reliability, standards, test)—mgmt. E. Eng. services (evaluation, quality control, reliability, standards, test)—eng. F. Basic research—mgmt. G. Basic research—eng. H. Mfg. & production—mgmt. I. Mfg. & production—eng. J. Eng. asits. (draftsmen, lab assts., technicians). K. Purchasing & procurement. L. Marketing incl. sales. M. Other peers.

	TL	A	B	C	D	E	F
1 —	—	—	—	—	—		
(1-1)—	2038	221	232	858	139	324	12
(1-2)—	3818	690	568	1407	229	460	17
(1-3)—	5016	718	761	2254	230	569	10
(1-4)—	3450	780	611	1335	183	320	16
2 —	1984	251	268	932	115	224	6
3 —	9368	1462	1538	4068	511	801	45
4 —	15284	2006	2526	7022	983	1361	49
5 —	4478	257	624	2507	242	484	11
6 —	—	—	—	—	—	—	
(6-1)	2194	417	398	818	130	198	13
(6-2)—	1156	220	193	430	67	104	9
(6-3)—	1363	259	239	524	57	108	6
7 —	13085	1941	2543	6068	495	885	34
8 —	5261	1012	920	1866	330	489	15
9 —	667	187	75	176	42	55	13
10 —	13449	761	1797	7375	760	1710	54
11 —	717	72	114	346	31	65	10
12 —	3850	453	590	1593	276	389	47
13 —	4379	635	805	1915	203	287	32
14 —	6409	910	966	2792	364	547	180
15 —	5314	460	700	2334	478	685	114
16 —	9005	921	1182	3773	572	949	145
17 —	2491	468	308	645	352	382	11
18 —	94	49	9	3	12	6	1
19 —	1491	100	164	455	64	85	188
20 —	179	16	21	77	11	29	1
TL —	116540	15266	18152	51573	6876	11514	1039

	G	H	I	J	K	L	M
1 —	—	—	—	—	—	—	
(1-1)—	36	35	67	25	84	—	5
(1-2)—	47	102	115	52	119	5	6
(1-3)—	39	140	131	36	121	5	2
(1-4)—	25	39	39	29	67	2	4
2 —	25	31	65	27	39	—	1
3 —	104	281	216	65	256	13	8
4 —	151	134	294	138	426	6	8
5 —	44	66	98	26	116	1	2
6 —	—	—	—	—	—	—	—
(6-1)—	25	73	47	18	56	1	—
(6-2)—	11	42	43	10	27	—	—
(6-3)—	15	55	40	11	49	—	—
7 —	85	339	303	92	284	10	6
8 —	31	234	186	37	129	10	2
9 —	25	40	26	7	21	—	—
10 —	140	205	264	99	279	1	4
11 —	22	12	13	9	22	1	—
12 —	90	117	101	65	125	2	2
13 —	43	125	110	34	183	2	5
14 —	418	27	47	71	80	1	6
15 —	263	44	51	66	115	—	4
16 —	382	303	365	151	238	4	20
17 —	35	53	69	67	85	—	16
18 —	1	—	—	3	9	1	—
19 —	293	8	6	84	43	—	3
20 —	3	5	5	8	3	—	—
TL —	2353	2690	2701	1230	2976	66	104

	TL	A	B	C	D	E	F	G
1 —	50590	10600	9686	4569	4299	690	11829	2320
1-1 —	39569	8159	8554	3595	3724	627	8126	1771
1-2 —	8590	1890	1087	736	424	30	3253	282
1-3 —	2431	551	245	238	151	33	450	267
2 —	1032	56	102	41	105	22	28	481
3 —	3567	1058	414	151	351	30	281	331
4 —	759	193	126	91	44	16	100	60
5 —	448	139	55	50	18	44	73	22
6 —	4834	—	—	—	—	—	—	—
6-1 —	1006	—	—	—	—	—	—	—
6-2 —	3828	—	—	—	—	—	—	—
7 —	1511	—	—	—	—	—	—	—
8 —	1776	—	—	—	—	—	—	—
9 —	3015	—	—	—	—	—	—	—
TL —	67532	—	—	—	—	—	—	—

Electronics

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, New York 10020
(212) 997-3469
Published biweekly

Publisher: Paul W. Reiss
Advertising Director: Norman Rosen, National Sales Manager
Other Key Contacts: Archibald A. Anderson, Director of Marketing Services

Editorial Description: Electronics reports and interprets new developments in the electronics industries, and technological changes now occurring in electronics. Editorial follows technological, market and other changes. Provides the engineer with both news reports and detailed technical articles on these developments. Pages of space devoted to types of editorial materials in 1978: Feature Articles 53%; Industry News 23%; New Products and Literature 17%; Other Regular Departments 7%.

Member: ABC
Rate Information:
Rates as of rate card No. 31, dated 1/13/83.

Freq.	BW	4C
1X	4,115	4,805
7X	4,020	4,710
13X	3,820	4,510

Networks or combination buys through which publication is available: McGraw-Hill Professional/Managerial Network.

Demographic or regional editions: Electronics, and "International" regional edition.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Semiconductors	898	24.1%
2. Test & Measuring Eq.	843	22.5%
3. Computers, Related Eq	682	18.2%
4. Cont, Display Comp.	340	9.1%
5. Pkging & Intercon.	323	8.6%
All Others	653	17.5%
Total Ad Pages	3739	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Computers & Perhiph.	276	11.5%
2. Comm. & Microwave	260	11.0%
3. Pkging & Production	254	10.6%
4. Microproc., Microcom.	225	9.4%
5. Instru., Test & Meas.	194	8.1%
All others	1181	49.3%
Total Edit Pages	2390	100.0%

Primary SRDS Classification No.: 43

Average Ad/Edit Ratio: 58.8/42.2

Market Research Available: *World Markets Forecast Data Book*, Crossley Survey.

Other Subscriber Research: "1980 European Subscriber Profile Study," 4500 sample, McGraw-Hill Research. "1981 Domestic Subscriber Profile Study," 7500 sample, McGraw-Hill Research.

Business Analysis of Circulation

1 —Mftrs. of electronic systems.
1-1—Computers, data processing & peripheral equipment, office and business machines.

[illegible]

1-2—Communications, data communications, telecommunications systems and equipment.
1-3—Navigation and guidance, aircraft and missile systems or equipment (oceanography).
1-4—Test and measurement equipment.
1-5—Consumer products (TV, radio, hi-fi, recorders, home computers, appliance).
1-6—Medical, industrial controls, systems or equipment.
1-7—Semi-conductor production equipment (component, insertion, coil winding).
2 —Manufacturers of electronics sub-assemblies, components and materials (passive, active components, IC's, discretes, hybrids, power supplies).
3 —Other manufacturers using electronics equipment as part of their product (machine tools, chemicals, metals, plastics, pharmaceuticals, etc.)
4 —Governmental and military.
5 —Independent research and development firms (except government).
5-1—R&D not related to manufacturers or institutions including consultants.
5-2—R&D which is part of an educational institution.
6 —Independent software developers.
7 —Operators of communication equipment (utilities, railroads, police and airlines, broadcasting, etc.).
8 —College, universities and professional schools, and professors and instructors (except students).
9 —Senior and graduate students (four year accredited colleges and universities).
ST —Subtotal.
10 —Service and installation.
11 —Distributors, manufacturers, representatives, exporters and importers.
12 —Public libraries.
13 —Financial, legal, trade associations, and information services.
14 —Misc.
15 —Awaiting classification.

TL —Total. A. Operating mgt—corp. mgt. B. Operating mgt—operating mgt. C. Eng. mgt—eng. mgt. D. Eng. mgt—software eng. systems eng./integration. E. Eng. mgt—quality control eng. F. Eng. mgt—design eng. eng. systems eng./integration. I. Eng—quality control eng. J. Eng—design eng. eng. support. K. Eng—test eng. L. Eng—Research & development. M. Manufacturing & production. N. Purchasing & procurement O. Marketing & sales. P. Other personnel. Q. Company copies including libraries.

	TL	A	B	C	D	E	F	G
1—	49877	5538	1833	2683	164	399	6775	357
1-1—	15359	1738	550	834	68	37	1990	152
1-2—	9069	984	393	556	43	35	1192	64
1-3—	6449	256	165	305	10	27	798	31
1-4—	5495	726	217	281	9	20	740	34
1-5—	3949	564	174	199	3	251	549	13
1-6—	9418	1254	313	486	31	28	1503	62
1-7—	138	16	21	22	—	1	3	1
2—	6704	847	392	386	13	46	881	44
3—	10392	762	401	637	28	18	995	36
4—	8276	114	302	531	47	26	452	59
5—	7189	1305	153	410	23	6	912	12
5-1—	6165	1273	134	327	19	6	830	12
5-2—	1024	32	19	83	4	—	82	—
6—	137	54	5	10	12	—	3	—
7—	5131	327	301	590	30	12	374	35
8—	7486	97	51	216	4	—	242	6
9—	2255	—	—	—	—	—	—	—
ST—	97447	9044	3438	5463	321	507	10634	549
10—	111	—	—	—	—	—	—	—
11—	833	—	—	—	—	—	—	—
12—	397	—	—	—	—	—	—	—
13—	267	—	—	—	—	—	—	—
14—	675	—	—	—	—	—	—	—
15—	2	—	—	—	—	—	—	—
TL—	99732	—	—	—	—	—	—	—

	H	I	J	K	L	M	N	O
1—	1590	703	18293	3046	630	1426	303	1936
1-1—	683	188	5162	1363	212	381	99	724
1-2—	323	119	3236	450	123	239	63	269
1-3—	231	164	3112	426	80	117	30	74
1-4—	128	76	1850	284	65	203	30	520
1-5—	24	16	1226	43	56	188	38	93
1-6—	197	138	3683	469	90	292	43	244
1-7—	4	2	24	11	4	6	12	
2—	104	124	1704	289	71	368	31	1043
3—	283	140	2739	458	255	450	58	267
4—	349	57	1593	393	254	35	104	22
5—	252	29	2636	118	390	21	26	73
5-1—	218	29	2300	109	278	16	22	70
5-2—	34	—	336	9	112	5	4	3
6—	36	1	6	2	2	1	1	1
7—	363	103	1263	424	73	104	78	61
8—	98	7	1022	42	363	6	28	4
9—	—	—	—	—	—	—	—	—
ST—	3075	1164	29256	4772	2038	2411	629	3407
10—	—	—	—	—	—	—	—	—
11—	—	—	—	—	—	—	—	—
12—	—	—	—	—	—	—	—	—
13—	—	—	—	—	—	—	—	—
14—	—	—	—	—	—	—	—	—
15—	—	—	—	—	—	—	—	—
TL—	—	—	—	—	—	—	—	—

	P	Q
1—	52	4149
1-1—	17	1161
1-2—	12	968
1-3—	7	616
1-4—	5	307
1-5—	4	508
1-6—	7	578
1-7—	—	11
2—	2	359
3—	4	2861

Spectrum Magazine

The Institute of Electrical and Electronics Engineers Inc.
345 East 47th Street
New York, New York 10017
(212) 705-7760
Published monthly

Publisher: Donald Christiansen
Advertising Director: William R. Saunders
Other Key Contacts: Hendrik V. Prins, Research Manager; Carl Maier, Business Manager

Editorial Description: Spectrum is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA/SMA
Rate Information:
Rates as of rate card No. 16, dated 1/1/83.

Freq.	BW	4C
1X	5,650	6,250
6X	5,325	5,925
12X	5,000	5,600

Rate Base: 225,000 as of 12/31/82.

Advertising Data:
•64% of all advertising space is full page ads.
•37% of all space is run in full color.
•462 advertisers placed 1/6 pg. or more in 1982.
•60 advertisers ran 6X or more in 1982.

Special rate cards available: Recruitment, Book Publishers, Mail Order.

Demographic or regional editions: North American—USA & Canada—200,000 circ. International—126 countries—3[illegible] circ.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Corporate	101	12%
2. Computers	186	22%
3. Industrial Materials	105	13%
4. Publish/Media	55	7%
5. Career/Employment	280	34%
All Others	103	12%
Total Ad Pages	830	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Computer Tech	166	20%
2. Communications Tech	149	18%
3. Energy Tech	125	15%
4. Management	124	15%
5. Consumer Electronics	108	13%
All others	158	19%
Total Edit Pages	830	100%

Primary SRDS Classification No.: 43

Average Ad/Edit Ratio: 50/50

Other Subscriber Research: Erdos & Morgan, "Comparable Profile Measurement of Subscribers and Subscriber Households," 1979, 1981, 1983, 2,000 subscribers, categories include automotive, consumer electronics, camera, travel, etc.

Business Analysis of Circulation
1 –Computer, data processing, office/business mach. services.
2—Test, measurement & instrumation equipment.
3—Communication systems & equipment.
4—Navigation, guidance, oceanography, support systems & equipment.
5—Consumer electronics.
6—Industrial controls, systems & equipment.
7—Components, materials, hardware.
8—Aircraft, missiles, space.
9—Medical electronics.
10—Industrial companies using and/or inc. any electronic pdts.
11—Independent research labs & consultants.

TL. Total A. Gen'l. corp. mgmt., (incl. mgmt. other than engrg.) B. Engrg., mgmt., (incl. phys. scientist) C. Engrg. (incl. phys. scientist) D. Consultants E. Students F. Retired

	TL	A	B	C	D	E	F
1—	13792	3515	2461	6919	897	—	—
2—	3647	1151	703	1729	64	—	—
3—	11072	2792	2427	5625	228	—	—
4—	3402	557	736	2060	49	—	—
5—	2357	899	437	986	35	—	—
6—	6193	1746	1239	2970	238	—	—
7—	5812	1945	1366	2448	53	—	—
8—	8430	1261	1824	5239	106	—	—
9—	1656	453	320	842	41	—	—
10—	6586	1578	1424	3451	133	—	—
11—	6821	1265	1043	2917	1596	—	—

1	Restrnts. & Institns.	3,011
2	Restrnt. Business	2,419
3	Nation's Restrnt. News	1,886
4	Institutional Distrib.	1,311
5	Restrnt. Hospitality	1,085
	Total	**9,712**

1	Restrnt. Business	18.2
2	Nation's Restrnt. News	14.6
3	Restrnts. & Institns.	11.9
4	Institutional Distrib.	7.1
5	Restrnt. Hospitality	2.3

1	Restrnt. Business	372
2	Restrnts. & Institns.	320
3	Nation's Restrnt. News	240
4	Institutional Distrib.	87
5	Restrnt. Hospitality	24
	Total	**1,043**

1	Restrnt. Business	161
2	Restrnts. & Institns.	125
3	Institutional Distrib.	109
4	Restrnt. Hospitality	90
5	Nation's Restrnt. News	75

1	Restrnts. & Institns.	17,805
2	Restrnt. Business	10,987
3	Nation's Restrnt. News	9,108
4	Institutional Distrib.	3,807
5	Restrnt. Hospitality	3,719
	Total	**45,426**

1	Restrnt. Business	32.4
2	Restrnts. & Institns.	24.2
3	Nation's Restrnt. News	23.6
4	Institutional Distrib.	15.4
5	Restrnt. Hospitality	0.6

1	Restrnts. & Institns.	4,469
2	Restrnt. Business	2,686
3	Nation's Restrnt. News	1,738
4	Institutional Distrib.	508
5	Restrnt. Hospitality	23
	Total	**9,424**

1	Institutional Distrib.	11.31
2	Restrnt. Business	9.92
3	Restrnts. & Institns.	6.97
4	Nation's Restrnt. News	5.76
5	Restrnt. Hospitality	4.01

1	Restrnts. & Institns.	106,619
2	Restrnt. Hospitality	77,370
3	Restrnt. Business	75,299
4	Nation's Restrnt. News	63,277
5	Institutional Distrib.	28,058
	Total	**350,623**

1	Restrnt. Business	2.7
2	Institutional Distrib.	2.2
3	Nation's Restrnt. News	0.2
4	Restrnt. Hospitality	0.2
5	Restrnts. & Institns.	0.0

1	Restrnts. & Institns.	838
2	Institutional Distrib.	602
3	Restrnt. Business	340
4	Restrnt. Hospitality	191
5	Nation's Restrnt. News	155
	Total	**2,126**

1	Nation's Restrnt. News	0.55
2	Institutional Distrib.	0.00
3	Restrnt. Business	0.00
4	Restrnt. Hospitality	0.00
5	Restrnts. & Institns.	0.00

1	Restrnts. & Institns.	17,805
2	Restrnt. Business	10,987
3	Nation's Restrnt. News	9,977
4	Institutional Distrib.	3,807
5	Restrnt. Hospitality	3,719
	Total	**46,295**

1	Restrnt. Business	32.4
2	Restrnts. & Institns.	24.2
3	Nation's Restrnt. News	20.8
4	Institutional Distrib.	15.4
5	Restrnt. Hospitality	0.6

1	Restrnt. Business	267
2	Restrnts. & Institns.	237
3	Institutional Distrib.	n.e.*
4	Nation's Restrnt. News	n.e.*
5	Restrnt. Hospitality	n.e.*

1	Restrnts. & Institns.	111
2	Restrnt. Business	106
3	Institutional Distrib.	n.e.*
4	Nation's Restrnt. News	n.e.*
5	Restrnt. Hospitality	n.e.*

*n.e. = not estimated

(Advertisement)

Foodservice Vs. Retail

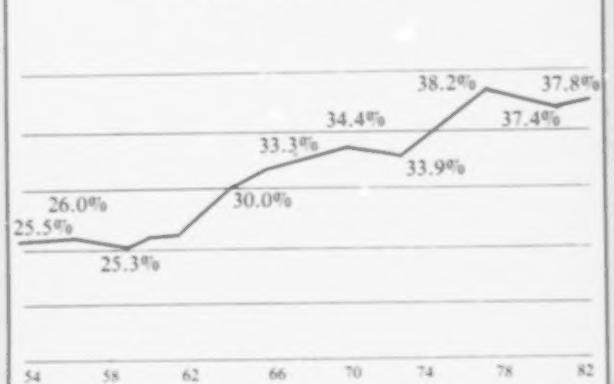
The comparison is often made between the size and growth of the foodservice industry, on the one hand, and the retail or grocery industry, on the other. This is because every dollar that the consumer spends for food is spent either for food at home, purchased in a supermarket or grocery store, or for food away from home, purchased at a restaurant or other foodservice outlet.

The long-term trend is for more and more of the consumer's food dollar to be spent on food away from home. It is now estimated that close to four out of every 10 food dollars are spent for food away from home. This is up from only one out of four dollars back in the mid-fifties.

Sales of the foodservice industry are now estimated at approximately $160 billion per year, as opposed to $250 billion through retail food outlets. And over the past five years, the growth of the foodservice industry has averaged about 5 percent per year over retail.

The foodservice industry continues to be one of the growth industries of the U.S. economy. Today, it employes over five million workers. It is expected that by 1990, the industry will employ well over six million. Over a million jobs will be created to feed consumers who want to eat out while on the job and on the go.

FOODSERVICE SHARE OF TOTAL FOOD DOLLARS



Source: U.S. Dept. of Agriculture

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]		
1	Nation's Restrnt. News	61,199
2	Institutional Distrib.	0
3	Restrnt. Business	0
4	Restrnt. Hospitality	0
5	Restrnts. & Institns.	0
	Total	**61,199**

[illegible]		
1	Nation's Restrnt. News	0.6
2	Institutional Distrib.	0.0
3	Restrnt. Business	0.0
4	Restrnt. Hospitality	0.0
5	Restrnts. & Institns.	0.0

[illegible]		
1	Nation's Restrnt. News	362
2	Institutional Distrib.	0
3	Restrnt. Business	0
4	Restrnt. Hospitality	0
5	Restrnts. & Institns.	0
	Total	**362**

[illegible]		
1	Nation's Restrnt. News	14.20
2	Institutional Distrib.	0.00
3	Restrnt. Business	0.00
4	Restrnt. Hospitality	0.00
5	Restrnts. & Institns.	0.00

[illegible]		
1	Nation's Restrnt. News	869
2	Institutional Distrib.	0
3	Restrnt. Business	0
4	Restrnt. Hospitality	0
5	Restrnts. & Institns.	0
	Total	**869**

[illegible]		
1	Institutional Distrib.	0.0
2	Restrnt. Business	0.0
3	Restrnt. Hospitality	0.0
4	Restrnts. & Institns.	0.0
5	Nation's Restrnt. News	-2.4

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Chef Institutional, Food Management, Foodservice Equipment Specialist, Food Service Marketing, Foodservice Product News, Journal of the American Diatetic Association, Metro Foodservice News, Pacific Food Service News, School Foodservice Journal, Western Foodservice*; and 7 non-audited magazines that accept advertising.

Institutional Distribution

Restaurant Business, Inc.
633 Third Avenue
New York, New York 10017
(212) 986-4800
Published monthly

Publisher: Stanley J. Romaine

Editorial Description: Institutional Distribution, The Magazine of Foodservice Distribution, is editorially directed to the foodservice distributor executives and their sales forces. Editorial content focuses on how to reach, sell and service foodservice customers. Contents include such subjects as industry and government developments affecting sales, selling techniques, modern distribution management techniques, distributor-manufacturer relations, distributor-customer relations and physical distribution techniques. Industry news, product news, and personnel changes also covered.

Member: BPA, MPA, ABP

Business Analysis of Circulation

1 —Foodservice (institutional) distrs.
2 —Food wholesalers with foodservice (institutional) depts.
3 —Foodservice (institutional) specialty distrs. (incl. meat, baked goods, paper).
4 —Foodservice (institutional) brokers.
5 —Foodservice equip. distrs.
TL —Total

TL. Total A. Mgmt. execs. A-1. Mgmt. execs.—firms handling frozen foods. A-2. Mgmt execs.—firms not handling frozen foods. B. Salesmen. B-1. Salesmen—firms handling frozen foods. B-2. Salesmen—firms not handling frozen foods.

(Advertisement)

All Segments Important

The foodservice industry consists of at least a dozen individual market segments, all of them important to the foodservice marketer. Even the smallest market segment represents more than a billion dollars' worth of food and beverage purchases.

The total market in terms of purchases is valued at $57 billion. Purchases provide a true measure of what the market is really worth; they represent the real size of market segments and their potential to foodservice marketers.

The market is sometimes broken down into commercial and non-commercial segments. Commercial includes such segments as full service and fast food restaurants, hotels and motels, retail stores and recreation facilities.

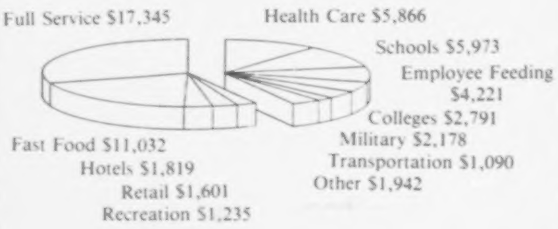
Non-commercial segments include hospitals and nursing homes, school foodservice, employee feeding, colleges and universities, the military, airlines and railroads.

Thus, commercial segments of the market represent 55-60 percent of the total; non-commercial segments represent 40-45 percent of the total. This breakdown changes slightly from year to year as individual segments perform better or worse, relative to the industry as a whole.

Most recently, the segments that have done the best have been fast food, convenience stores, employee feeding and military. These segments have achieved real, i.e., inflation-adjusted, growth in the face of a general economic recession.

The prospects are for more real growth this year and for the foodservice industry to continue to outperfom the economy as a whole, and leading the way toward economic recovery. As the consumer gains confidence, eating out will become more frequent. Spending for food away from home will increase, and all segments of the foodservice industry will benefit.

SIZE OF MARKET SEGMENTS
IN TERMS OF
MILLION $ PURCHASES



Source: Cahners Bureau of Foodservice Research

Figures are FOLIO estimates for the calendar year 1982.

	TL	A	A-1	A-2	B	B-1	B-2
1 —	23412	7001	5890	1111	16411	15128	1283
2 —	340	180	94	86	160	86	74
3 —	1705	809	94	715	896	79	817
4 —	414	414	336	78	—	—	—
5 —	2658	1045	—	1045	1613	—	1613
TL —	28529	9449	6414	3035	19080	15293	3787

Nation's Restaurant News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, New York 10022
(212) 371-9400
Published 25 times a year

Publisher: Thomas J. Haas
Other Key Contacts: Charles Bernstein, Editor

Editorial Description: Nation's Restaurant News is a National Newspaper for Foodservice Operators who are (a) executives of multi-unit food service corporations, (b) owners of larger single-unit restaurants. A national news-gathering network reports the fast-moving changes taking place in today's sophisticated food service industry. Regular features include fortnightly commodity outlook, labor outlook. Washington legislative outlook, plus new technological developments in food service equipment and food products.

Member: ABC
Rate Information:
Rates as of rate card No. 14, dated 11/82.

Freq.	BW	4C
1X	6,319.69	7,639.69
6X	5,788.13	7,108.13
12X	5,442.19	6,762.19

Special Rate Cards Available: Classified rates.

Demographic or regional editions: East/West by state.

Marketing Research: Erdos & Morgan, Harvey Research, AHF Demographics, "Pass Along Study," ABC Verification.

Syndicated Research: Erdos & Morgan.

Business Analysis of Circulation

TL	—Total.
1	—Multi-unit headquarters & regional offices of food service operators (inc. owners, buyers & corp exec..).
(1-1)	—Commercial.
(1-2)	—Non-commercial.
2	—Individual locations (principal type of food service).
(2-1)	—Commercial.
(2-2)	—Non-commercial.
3	—Service/suppliers.
(3-1)	—Food brokers.
(3-2)	—Food distrs., wholesalers.
(3-3)	—Equip. dirs.
(3-4)	—Combination food/equip. dirs.
4	—Auxiliary.
(4-1)	—Consultants.
(4-2)	—Architects, designers.
(4-3)	—Mftrs., mftrs. agents.
(4-4)	—Food service/hotel mgmt./culinary schools.
(4-5)	—Others.
5	—Miscellaneous (incl. restaurant assns., financial insts., investment firms, etc.).
6	—Awaiting classification.

TL	1	(1-1)	(1-2)	2	(2-1)	(2-2)	3
64846	16973	16094	879	30226	30125	101	4404
(3-1)	(3-2)	(3-3)	(3-4)	4	(4-1)	(4-2)	(4-3)
516	2853	780	255	8607	1024	294	4496
(4-4)	(4-5)	5	6				
1187	1606	4349	287				

Restaurant Business Magazine

Bill Communications
633 Third Avenue
New York, New York 10017
(212) 986-4800
Published 15 times a year

Publisher: Jeffrey P. Berlind
Other Key Contacts: Tom Lenberg, Vice President National Sales

Editorial Description: Restaurant Business is published for those executives of commercial food-service organizations who, regardless of title, have responsibility for any or all decisions relating to the types and uses of food, equipment, supplies and services required to operate their business profitably. Restaurant Business concentrates on ways and means of exploiting growth opportunities and increasing productivity through the better use of management's basic resources: manpower, materials, machines, methods, money and markets.

Member: BPA, ABP, NAFEM, IFMA, NRA
Rate Information:
Rates as of rate card No. 82A, dated 9/82.

Freq.	BW	4C
1X	4,790	6,215
6X	4,646	5,966
12X	4,903	5,656

Rate Base: 80,000 as of 11/82.

Advertising Data:
•72% of all advertising space is full page ads.
•60% of all space is run in full color.
•630 advertisers placed 1/6 pg. or more in 1982.
•450 advertisers ran 6X or more in 1982.

Demographic or regional editions: Using supplied inserts regional (by zips) and demos by field size etc. Many variables available. ROP is possible.

Top Three 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food	1263	52.3%
2. Equipment	590	24.3%
3. Supplies & Service	566	23.3%
Total Ad Pages	2419	99.9%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Management	476	30%
2. Menu Ideas	394	25%
3. Food Purchasing, etc.	285	18%
4. New Products	159	10%
5. Trends & Des.	238	15%
All others	32	2%
Total Edit Pages	1584	100%

(Advertisement)

High-Volume Concentration

Like many other industries, volume in the foodservice industry is highly concentrated. Just 30 percent of the units do 70 percent of the volume.

Specifically, out of a total of over 560,000 total units, only 150,000 account for the bulk of the business. These are units that do over $300,000 a year sales volume or $100,000 a year purchase volume. These units are to be found in every market segment. Many of them are chain-controlled.

At the other end of the spectrum, there are over 280,000 units—over 50 percent of the total—that altogether account for only 10 percent of total industry volume. These units are harder to reach and harder to sell.

For the sake of efficient and effective market coverage, most foodservice marketers concentrate on the high-volume operations that offer the greatest market potential. These are the largest and fastest growing operations in all of foodservice.

—The preceding was provided as a service by *Restaurants & Institutions*, a Cahners Publication.

FOODSERVICE UNIT COUNT SALES VOLUME & CONCENTRATION LEVELS

Per Unit Sales/ Purchase Volume	Number of Units	Percent of Total
Over $5,000,000	1,555	0.3%
$1,000,000 - $5,000,000	15,930	2.8%
$500,000 - $1,000,000	44,210	7.9%
$300,000 - $500,000	64,840	11.5%
Subtotal: Over $300,000	126,535	22.5%
$200,000 - $300,000	72,340	12.8%
$100,000 - $200,000	78,470	13.9%
Subtotal: Over $100,000	277,345	49.2%
Under $100,000	286,385	50.8%
Total Foodservice Units	563,730	100.0%

Source: Technomic Consultants

Primary SRDS Classification No.: 127

Average Ad/Edit Ratio: 60/40

Other Subscriber Research: "MenuMonitor,"" Equipment Monitor," "Alcoholic Beverage Study," "CompuChain," "Hot Beverage Study," all conducted by Foodservice Research Center (subsidiary Restaurant Business Inc.).

Business Analysis of Circulation

1 —Multi-unit headquarters & regional offices.
(1-1) —Restaurants, lunchrooms, diners, cafeterias.
(1-2) —Hotel, motels & resorts.
(1-3) —Hospitals, nursing homes.
(1-4) —Contract feeders.
(1-5) —Government.
(1-6) —Education.
(1-7) —Dept. store, vareity stores, drug stores, supermarkets, recreation business.
(1-8) —Food vending, mobile caterers.
(1-9) —Multiple type food service operations.
(1-10)—Other food service operations.
2 —Restaurant, lunchrooms, diners.
(2-1) —Table & or booth.
(2-2) —Counter seats & or stand-up.
(2-3) —Drive-in or drive-up.
(2-4) —Carry-out.
(2-5) —Cafeteria.
(2-6) —Primary size unknown.
3 —Drinking place (tavern, bar, etc.).
4 —Ice cream/frozen custard stand.
5 —Fod servide in retail stores, drug, dept., variety, supermarket & recreation facilities.
6 —Hotels, motels, resorts.
(6-1) —300 rooms & over.
(6-1) —100-299 rooms.
(6-3) —50-99 rooms.
(6-4) —25-49 rooms.
(6-5) —Under 25 rooms.
(6-6) —Room size unknown.
7 —In-plant feeding (catered, contract).
8 —Food vending, mobile caterer.
9 —Central commissary.
10 —Clubs (excluding military).
11 —Social caterer.
12 —In-transit feeding.
13 —Other commercial food service operations.
14 —Gov't hospitals, other hospitals & nursing homes.
15 —Colleges & universities.
16 —Elementary-secondary school districts & schools.
17 —In-plant feeding (co. operated).
18 —Military clubs.
19 —Other military installations (excluding military clubs).
20 —Gov't feeding (except military).
21 —Other noncommercial foodservice operations.
ST —Subtotal.
22 —Auxiliary.
(22-1)—Food distributors & brokers.
(22-2)—Equip., distr. & mfr. rep.
(22-3)—Architects, designers, consultants & others.
TL —Total

TL. Total A. Co. officers B. Food service mgmt. C. Operations mgmt. D. Design specifiers E. Maintenance, sanitation operations F. Purchasing operations G. Co. name, other titled pers.

	TL	A	B	C	D	E	F	G
1—	21112	10525	4731	5119	142	37	393	165
(1-1)—	14045	8508	1905	3241	95	17	207	72
(1-2)—	1935	651	637	561	13	3	56	14
(1-3)—	327	32	241	40	1	3	8	2
(1-4)—	999	303	258	390	12	1	28	7
(1-5)—	164	3	61	79	4	3	2	12
(1-6)—	1221	44	938	183	3	5	11	37
(1-7)—	910	341	266	253	9	2	35	4
(1-8)—	117	60	26	31	—	—	—	—
(1-9)—	5	3	2	341	—	—	—	—
(1-10)—	1389	580	401	—	5	3	43	16
2—	33958	22182	7609	4020	27	7	53	60
(2-1)—	30450	19863	6786	3667	24	7	49	54
(2-2)—	590	523	121	46	—	—	—	—
(2-3)—	997	762	165	68	1	—	—	1
(2-4)—	1024	706	218	97	1	—	1	1
(2-5)—	895	428	318	142	1	—	3	3
(2-6)—	2	—	1	—	—	—	—	1
3—	1049	791	126	126	2	—	2	2
4—	429	362	29	37	1	—	—	—
5—	667	285	204	166	—	1	8	3
6—	7009	1631	2459	2809	8	2	77	23
(6-1)—	1271	135	707	371	7	1	42	8
(6-2)—	3462	480	1265	1676	1	1	25	14
(6-3)—	989	365	214	406	—	—	4	—
(6-4)—	446	261	63	122	—	—	—	—
(6-5)—	314	230	33	51	—	—	—	—
(6-6)—	527	160	177	183	—	—	6	1
7—	489	118	226	129	4	—	1	11
8—	111	77	13	17	—	—	3	1
9—	74	37	12	20	1	—	1	3
TL	A	B	C	D	E	F	G	
10—	1396	260	274	849	4	—	6	3
11—	592	427	89	68	1	—	3	4
12—	124	35	32	54	—	—	3	—
13—	123	73	29	20	—	—	1	—
14—	3358	72	3065	172	2	—	35	12
15—	1402	81	947	237	1	1	25	110
16—	258	6	158	39	—	—	1	54
17—	87	2	62	18	1	—	1	3
18—	99	5	24	67	—	—	—	3
19—	13	2	5	6	—	—	—	—
20—	40	—	26	11	—	—	—	3
21—	4	—	3	—	—	—	—	1
ST—	72394	36971	20123	13984	194	48	613	461
22—	1083	—	—	—	—	—	—	—
(22-1)—	477	—	—	—	—	—	—	—
(22-2)—	282	—	—	—	—	—	—	—
(22-3)—	324	—	—	—	—	—	—	—
TL—	73477	—	—	—	—	—	—	—

Restaurant Hospitality

Penton/IPC
1111 Chester Avenue
Cleveland, Ohio 44114
(216) 696-7000
Published monthly

Publisher: Shelden Jones

Editorial Description: Restaurant Hospitality is directed to and edited for executives in the food service industry including commercial restaurants, hotels, motels, motor hotels, resorts, clubs, caterers, etc. 95% staff written, it is editorially designed to create sales and profits for subscribers through articles covering merchandising (food, beverage and operations), equipment, management, furnishings and decor and industry trends. Editorial content: news (including new products, recipes, etc.) 19%; "how to" articles (32%) and feature articles (49%).

Member: BPA, MPA ABP

Business Analysis of Circulation

1 —Multi-unit hdqtrs. & regional offices.
(1-1) —Restaurants, lunchrooms, diners, cafeterias.
(1-2) —Hotels, motels, resorts.
(1-3) —Contract feeders.
(1-4) —Dept. stores, variety stores, drug stores, supermarkets, recreation business.
(1-5) —Food vending/mobile caterers.
(1-6) —Other food service operations.
2 —Restaurants, lunchrooms, diners.
(2-1) —Table and/or booth.
(2-2) —Counter seats and/or stand-up.
(2-3) —Drive-in or drive-up.
(2-4) —Carry-out.
(2-5) —Cafeteria.
3 —Drinking place (tavern, bar, etc.).
5 —Food service in retail stores, drug, dept. variety, supermarkets, & recreatic.. facilities.
6 —Hotels/motels resorts.
(6-1) —300 rooms & over.
(6-2) —100-299 rooms.
7 —in-plant feeding (catered/contract).
8 —Food vending/mobile caterer.
9 —Central commissary.
10 —Clubs (excluding military).
11 —Social caterer.
12 —In-transit feeding.
13 —Other commercial food service operations.
ST —Subtotal.
14 —Brokers, distrs.
15 —Architects, designers, consultants.
16 —Other.
TL —Total.

TL. total A. Co. officers B. Food service mgmt C. Operations mgmt. D. Design specifiers E. Maintenance/sanitation operations F. Purchasing operators

	TL	A	B	C	D	E	F
1—	22663	10026	3550	7985	386	114	602
(1-1)—	15907	8032	1431	5826	238	57	323
(1-2)—	3519	981	1210	1066	75	42	145
(1-3)—	1080	308	287	407	29	6	43
(1-4)—	901	233	347	256	23	3	39
(1-5)—	112	46	27	37	—	—	2
(1-6)—	1144	426	248	393	21	6	50
2—	34705	18398	12305	3830	32	33	107
(2-1)—	31355	16652	11100	3455	28	28	92
(2-2)—	390	239	112	36	—	1	2
(2-3)—	662	432	170	60	—	—	—
(2-4)—	1119	672	341	101	2	1	2
(2-5)—	1179	403	582	178	2	3	11
3—	1221	886	99	231	2	1	2
5—	692	281	192	213	1	1	4
6—	—	—	—	—	—	—	—
(6-1)—	3270	319	1535	1177	20	71	148
(6-2)—	6213	719	2376	2985	10	54	69
7—	525	102	238	172	5	3	5
8—	140	80	22	34	—	—	4
9—	83	38	24	18	1	—	2
10—	2486	260	928	1254	3	10	31
11—	553	344	85	114	3	2	5
12—	151	26	44	72	—	—	9
13—	158	56	38	55	2	—	7
ST—	72860	31535	21436	18140	465	289	995
14—	3237	—	—	—	—	—	—
15—	950	—	—	—	—	—	—
16—	353	—	—	—	—	—	—
TL—	77400	—	—	—	—	—	—

Restaurants & Institutions

Cahners Publishing Company
Cahners Plaza
1350 E. Touhy
P.O. Box 5080
Des Plaines, Illinois 60018
(312) 635-8800
Published 24 times a year

Publisher: David S. Wexler
Associate Publisher: Frank J. Sibley
Other Key Contacts: Jane Y. Wallace, Editor in Chief

Editorial Description: Restaurants & Institutions is edited for buyers and specifiers in the various areas of the commercial and non-commercial foodservice and lodging fields. The editorial content concentrates in the common areas of interest for overall operation of chain and independent foodservice and lodging establishments. Editorial content encompasses foodservice operations, purchasing, administration, design, decor, maintenance, merchandising and personnel.

Member: ABC & BPA
Rate Information:
Rates as of rate card No. 183, dated 10/1/82

Freq.	BW	4C
1X	6370	7850
6X	6180	7535
12X	5930	7065

Rate Base: 107,000 as of 12/82

Advertising Data:
- 90% of all advertising space is full page ads.
- 80% of all space is run in full color.
- 610 advertisers placed 1/6 pg. or more in 1982.
- 500 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Combo rate—Foodservice Equipment Specialist and/or Hotels & Restaurants International (both Cahners Publications)

Demographic or regional editions: Demos and geos 12 x per year each plus on premise liquor demo 12 x

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food	1801	60%
2. Equipment	650	21%
3. Supplies	410	14%
4. Alcoholic Bev.	150	5%
Total Ad Pages	3011	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Food & Bev.	667.5	25%
2. Business Mgmt.	534	20%
3. Equipment	400.5	15%
4. Restrnt Profls	534	20%
5. Chains	534	20%
Total Edit Pages	2670	100%

Primary SRDS Classification No.: 127

Average Ad/Edit Ratio: 53/47

Market Research Available: 1. *Annual Menu Census.* Conducted by the Cahners Bureau of Foodservice Research. Sample of 15,000 foodservice operators. Mail survey measures incidence on menu and sales performance of more than 500 individual menu items.

2. *Brand Awareness & Preference Study.* Conducted by Cahners Bureau of Foodservice Research. Sample of 24,000 foodservice operators. Mail survey provides brand data on more than 280 individual product categories.

3. *Consumer Research Study.* Conducted by National Family Opinion in cooperation with Cahners Bureau of Foodservice Research. Sample of 2,000 consumer households. Covers eating out habits and attitudes towards eating out. Also trends in foods ordered and rating of major foodservice chains.

4. *Anatomy of a Buying Decision.* Conducted by Cahners Bureau of Foodservice Research. Sample of 800 foodservice operators in chains, independent restaurants, and institutional foodservice. Investigates the decision-making process and the factors involved in food and equipment purchases.

5. *Business Confidence Index.* Conducted by Cahners Bureau of Foodservice Research. Sample of 200 foodservice operators. In-depth telephone survey of month-to-month changes in business conditions and major indicators of business activity across the country.

6. *Menu Price Index.* Conducted by Cahners Bureau of Foodservice Research. Sample of 200 foodservice operators. In-depth telephone survey of trends in food costs and menu pricing in all types of restaurants.

7. *400 Top Foodservice Chains.* Questionnaire sent to the largest chains and high volume operations in the foodservice industry. Two issues based on this data rank the 400 top organizations and profile them in terms of sales, units, menu developments, and expansion plans.

8. *Alcoholic Beverage Study.* Conducted by Bureau of Foodservice/Research. Sample of 3,000 operators who have liquor service. September 1982.

9. Additional studies planned in the areas of menu changes, equipment investment, disposables and other tabletop products, and on-premise sales of beer, wine and spirits.

Syndicated Research: Starch

Other Subscriber Research: 1. *Survey of Foodservice Executives.* Questionnaire bound into 107,000 copies of the magazine. Provides information on reader demographics, career experience, attitudes towards foodservice, and preferences in reading of the magazine.

2. *Cahners Audits of Advertising Readership.* Studies conducted among readers of the magazine to determine recall and readership of advertisements and editorial. Results broken down according to market segment show appeal of ads and articles to entire audience.

3. *NRA Show Attendee Readership Studies.* Ten year series of readership studies conducted among foodservice operators who attend annual National Restaurant Association Show.

4. *Opinion Research Corporation (ORC) Study:* Important new readership study conducted among foodservice executives evaluates publication performance in 28 different areas of editorial content and reader preference. Profiles strengths and weaknesses of six leading publications in the field.

Business Analysis of Circulation

	No. Copies	Pct.
1. Chains	22,612	21%
2. Independents	55,217	52%
3. Institutions	28,610	27%
Total Foodservice Circulation	106,439	100%

ADDITIONAL COPIES AVAILABLE

A limited number of additional copies of the hardbound edition of the FOLIO: 400 study are available while supplies last. Single copies will be sent free of charge, upon request, to advertising agency personnel listed in the *Agency Redbook.* All requests must be submitted on company letterhead.

Hardbound copies are available to all others at $25.00 per copy prepaid. Second class postage is included. (For First Class, add $5.00.)

Mail requests to: Folio 400 Reprints
Folio Magazine
P.O. Box 697
New Canaan, CT 06840

Sorry, no phone orders can be accepted

Grocery

Ad Pages

1	Supermarket News	1,211
2	Progressive Grocer	975
	Total	**2,186**

[illegible]

1	Supermarket News	-7.2
2	Progressive Grocer	-11.2

[illegible]

1	Supermarket News	-94
2	Progressive Grocer	-122
	Total	**-216**

[illegible]

1	Progressive Grocer	81
2	Supermarket News	23

Ad Revenue

1	Supermarket News	8,155
2	Progressive Grocer	7,184
	Total	**15,339**

[illegible]

1	Supermarket News	14.7
2	Progressive Grocer	10.3

[illegible]

1	Supermarket News	1,044
2	Progressive Grocer	669
	Total	**1,713**

[illegible]

1	Progressive Grocer	7.86
2	Supermarket News	2.76

Average Circulation

1	Progressive Grocer	76,140
2	Supermarket News	56,876
	Total	**133,016**

[illegible]

1	Supermarket News	-2.1
2	Progressive Grocer	-2.5

[illegible]

1	Supermarket News	-1,245
2	Progressive Grocer	-1,915
	Total	**-3,160**

[illegible]

1	Supermarket News	0.21
2	Progressive Grocer	0.00

Total Revenue

1	Supermarket News	8,789
2	Progressive Grocer	7,184
	Total	**15,973**

[illegible]

1	Supermarket News	13.4
2	Progressive Grocer	10.3

[illegible]

1	Progressive Grocer	n.e.*
2	Supermarket News	n.e.*

[illegible]

1	Progressive Grocer	n.e.*
2	Supermarket News	n.e.*

Avg. Subscrip. Circ.

1	Supermarket News	56,876
2	Progressive Grocer	0
	Total	**56,876**

[illegible]

1	Progressive Grocer	0.0
2	Supermarket News	-2.1

[illegible]

1	Progressive Grocer	0
2	Supermarket News	-1,245
	Total	**-1,245**

[illegible]

1	Supermarket News	11.15
2	Progressive Grocer	0.00

*n.e. = not estimated

Sub. Revenue

1	Supermarket News	634
2	Progressive Grocer	0
	Total	**634**

[illegible]

1	Progressive Grocer	0.0
2	Supermarket News	-0.6

(Advertisement)

Overview of the Supermarket Industry

Total grocery store sales will near the $300 billion mark during 1984, making grocery stores far and away the largest single generator of retail sales in the U.S. Though sales more than doubled in the last decade, real growth was minimal. Faced with this nearly flat trend and always-narrow net profits, individual companies and stores can make progress only by building market share. Continued fierce competition will characterize the supermarketplace.

The size of individual units has expanded, resulting in a net growth in square footage of market space per capita. As a competitive tactic, format diversification continues apace. Although warehouse stores and combination stores are both increasing market share, the format providing the most growth is the superstore. These 30,000-square-feet-and-up heavyweights account for an estimated 16.5% share of the market, and 23% of supermarket sales.

The buying and distribution of goods

Within the competitive supermarket arena are 2,577 companies (chains, independents and wholesalers) run by approximately 70,000 executives, buyers and managers. These are the decision-makers who are responsible for the 9,000 to 11,000 items sold in each of the 28,950 supermarkets nationwide. The majority of these 70,000 key people participate in each of the decision-making functions listed below:

	Percent participating at:	
Function	Chain/ Wholesaler HQ	Retail Level
New item buying decisions	60.5%	44.0%
Determination of product locations, shelf positions	47.6	76.4
Use of point-of-sale materials	64.7	73.6
Purchase of pre-packaging materials	36.4	41.0
Acceptance of deals/allowances	67.5	51.7
Determine store advertising	63.4	28.1
Purchase store equipment/fixtures	28.8	24.4

Source: Gallup & Robinson, Inc.

The industry's diverse distribution channels funnel product to the stores in a variety of ways. Small and large chains, voluntary and co-operative groups and unaffiliated independents all have their own buying systems, warehousing options and management structure.

Chains, which account for 68% of supermarket sales, operate 60% of the stores. Independents account for the other 32% of sales and manage 40% of the nation's stores.

Problems in distribution

Marketers who wish to sell product may be confused by the many levels of management that take part in the buying and ordering process. A common stumbling block, particularly in new item distribution, is the Authorized-But-Not-Ordered syndrome. *(continued...)*

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *C-Store Business, Chain Store Age Supermarkets, Convenience Store Merchandiser, Convenience Store News, Grocers' Spotlight, Non-Foods Merchandising, Supermarket Business*; and approximately 55 non-audited magazines that accept advertising.

Supermarket News

Fairchild Publications
Division of Capital Cities Media, Inc.
7 East 12th Street
New York, New York 10003
(212) 741-4343
Published weekly

Publisher & Advertising Director: Ernest D. Obermeyer

Other Key Contacts: Floyd Allred, Easter Advertising Manager; William Zehr, Western Advertising Manager

Editorial Description: Supermarket News reports news that affects the supermarket industry. It is edited for chain, voluntary and cooperative supermarket executives and high volume supermarket managers and owners. Weekly sections include: promotion news, general merchandise/health and beauty aids, perishables, frozen foods and operations.

Member: ABC
Rate Information:
Rates as of rate card No. 24, dated 1/1/83.

Freq.	BW	4C
1X	5,950	7,600
6X	5,950	7,600
13X	4,340	5,990

Demographic or regional editions: 4 regions—Eastern, Southern, Midwest, and Far West plus inserts on a state basis.

Primary SRDS Classification No.: 61

Average Ad/Edit Ratio: 53/47

Market Research Available: SHR—"1500 Supermarket Buyers Study," Broker Speaks—Conducted by Sales Force Co., all of their 50 man sales force.

Business Analysis of Circulation

1 —Retailers—headquarters personnel (including: regional and district personnel and single store owners).
1-1 —Supermarkets.
1-2 —Superettes.
1-3 —Convenience stores.
1-4 —All other food stores.
2 —Store personnel.
2-1 —Supermarkets—store managers.
2-2 —Supermarkets—asst. managers, night managers, co-managers.
2-3 —Supermarkets—dept. managers.
2-4 —Supermarkets—other (optional).
2-5 —Superettes—store managers.
2-6 —Superettes—asst. managers, night managers, co-managers.
2-7 —Superettes—dept. managers.
2-8 —Superettes—other (optional).
2-9 —Convenience stores—store managers.
2-10 —Convenience stores—dept. manager.
2-11 —Convenience stores—other (optional).
2-12 —Other food stores—store managers.
2-14 —Other food stores—asst. managers, night managers, co-managers.
2-14 —Other food stores—dept. managers.
2-15 —Other food stores—other (optional).
ST —Subtotal.
3 —Wholesale personnel.
3-1 —Voluntary headquarters.
3-2 —Cooperative headquarters.
3-3 —Unaffiliated headquarters.
3-4 —Specialty wholesalers.
3-5 —Rack jobber/service merchandisers.
4 —Food broker personnel.
5 —Food associations, schools, colleges, libraries & government agencies.
6 —Manufacturers.
7 —Others allied to the field.
8 —Awaiting class.
TL —Total.

TL. Total A. Single store B. 2 or 3 stores C. 4-40 stores D. 11-50 stores E. 51-200 stores F. 201 or more stores.

	TL	A	B	C	D	E	F
1—	17110	4953	479	865	2711	4723	3379
1-1—	16538	4565	456	841	2640	4701	3335
1-2—	230	158	11	9	50	2	—
1-3—	263	158	9	8	19	17	42
1-4—	79	62	3	7	2	3	2
2—	12912	512	62	528	2241	5542	4027
2-1—	12356	313	42	485	2105	5409	4002
2-2—	104	10	—	10	71	9	4
2-3—	101	26	5	10	16	34	10
2-4—	172	61	10	14	27	52	8
2-5—	83	23	2	7	17	34	—
2-6—	2	2	—	—	—	—	—
2-7—	1	—	—	—	1	—	—
2-8—	3	3	—	—	—	—	—
2-9—	26	24	—	1	—	1	—
2-10—	1	1	—	—	—	—	—
2-11—	5	2	—	—	2	1	—
2-12—	32	26	2	1	1	—	2
2-13—	3	1	—	—	1	1	—
2-14—	9	9	—	—	—	—	—
2-15—	14	11	1	—	—	1	1
ST—	30022	5465	541	1393	4952	10265	7406
3—	4903	—	—	—	—	—	—
3-1—	1747	—	—	—	—	—	—
3-2—	911	—	—	—	—	—	—
3-3—	490	—	—	—	—	—	—
3-4—	1083	—	—	—	—	—	—
3-5—	672	—	—	—	—	—	—
4—	2993	—	—	—	—	—	—
5—	619	—	—	—	—	—	—
6—	15133	—	—	—	—	—	—
7—	2497	—	—	—	—	—	—
8—	201	—	—	—	—	—	—
TL—	56368	—	—	—	—	—	—

Progressive Grocer

Progressive Grocer
Div. of Mclean-Hunter Media Inc.
708 Third Avenue
New York, New York 10017
(212) 490-1000
Published monthly

Publisher: Edgar B. Walzer
Advertising Director: Richard K. Hofler

(continued on page 655)

(Advertisement)

(continued...)

Spot checks in major chains, conducted by the Nielsen Store Observation service, showed a distressingly high percentage of out-of-stocks even three months after a new item's acceptance.

The survey, which tracked 58 panel stores from five retailing companies coast to coast, showed very poor distribution levels for new items: Only 45% of stores had the items on the shelf either one or two months after acceptance by the buyers or buying committees. Only 57% of stores had the items in stock at any one of three monthly checks after buyer's acceptance. And six of the 46 new items authorized never made it into distribution in any of the 58 panel stores.

Clearly, store managers as well as headquarters executives exert significant influence on product ordering and display.

Channels of communication

Gallup & Robinson research has shown that retailers and headquarters executives alike regard several lines of communication as "useful sources of information." Asked to rate four sources of information on a scale of 1 to 10 (10 being "most useful") decision-makers ranked them as follows:

- manufacturer's sales representatives, 6.7
- grocery trade publications, 5.7
- direct mail from suppliers or manufacturers, 4.9
- trade shows, 4.4

Not surprisingly, manufacturers' sales representatives rate highest with supermarket retailers. Down where the product meets the shelf there is little debate about the value of salesmen's store services. But while 95% of store managers want suppliers to maintain or increase their sales rep's store visits, manufacturers may be hard pressed to comply: A salesman makes an average of 88 store calls per month, covering 75% of his accounts. Each average visit lasts an hour and 30 minutes and, conservatively, costs his company $26.22. To step up representatives' visits by even a modest amount—by calling on each rep's store account a minimum of once monthly, an increase of 20.5 visits—would cost a company $537.50 a month more per salesman. In a marketplace with 28,950 supermarket outlets, less expensive channels of communication must also be relied on.

Is advertising an effective means of reinforcing communications with the supermarket trade? According to the retailers themselves, in a special study conducted by Chilton Research Services, the answer is yes. Forty-two percent of all supermarket executives read trade ads "usually" or "always;" three-fourths read them at least "sometimes." Moreover, Chilton found that a substantial number of managers and executives—56%—take action as a result of the ads they see in grocery trade publications.

In an industry where "insufficient communications" is an all-too-frequent complaint, these responses are heartening.

—The preceding information was provided as a service by *Progressive Grocer, the magazine of supermarketing*, a Maclean Hunter Media publication.

(continued from 551)

Aviation Week & Space Technology (cont.)

E. Line flight titles. F. Other production, procurement, administrative, sales pers. & subscriptions not elsewhere classified.

	TL	A	B	C	D	E
1—	59825	5688	16322	25750	16754	417
(1-1)—	17643	1265	842	8007	6874	351
(1-2)—	19445	2039	2972	9344	4835	27
(1-3)—	3882	383	274	1672	1479	10
(1-4)—	11195	1086	3894	3961	2000	23
(1-5)—	7660	915	2340	2766	1566	6
2—	32786	8867	830	17678	4318	22
(2-1)—	10815	2309	64	6978	1112	12
(2-2)—	7151	1140	56	4972	835	5
(2-3)—	2369	599	24	1395	280	—
(2-4)—	1382	478	22	636	202	—
(2-5)—	1364	217	19	491	613	—
(2-6)—	1906	318	49	664	678	—
(2-7)—	687	390	92	117	43	—
(2-8)—	353	60	38	127	75	2
(2-9)—	6759	3356	466	2298	480	3
3—	17400	534	703	2693	1423	11657
(3-1)—	14601	476	380	2162	1219	10083
(3-2)—	2373	44	137	381	176	1549
(3-3)—	426	14	186	150	28	25
4—	7880	328	1932	2654	513	2142
(4-1)—	2805	50	473	1093	42	1138
(4-2)—	5075	278	1459	1561	471	1004
4—	3874	703	1240	1383	229	17
(5-1)—	2024	382	881	377	111	3
(5-2)—	1433	228	191	900	96	—
(5-3)—	417	93	168	106	22	14
ST—	121765	16120	15027	50158	23237	14255
6—	10529	—	—	—	—	—
(6-1)—	1171	—	—	—	—	—
(6-2)—	2112	—	—	—	—	—
(6-3)—	4467	—	—	—	—	—
7—	2779	—	—	—	—	—
8—	1093	—	—	—	—	—
TL—	133387	—	—	—	—	—

	F
1—	894
(1-1)—	304
(1-2)—	228
(1-3)—	64
(1-4)—	231
(1-5)—	67
2—	1071
(2-1)—	340
(2-2)—	143
(2-3)—	71
(2-4)—	44
(2-5)—	24
(2-6)—	197
(2-7)—	45
(2-8)—	51
(2-9)—	156
3—	390
(3-1)—	281
(3-2)—	86
(3-3)—	23
4—	311
(4-1)—	9
(4-2)—	302
5—	302
(5-1)—	270
(5-2)—	18
(5-3)—	14
ST—	2968
6—	—
(6-1)—	—
(6-2)—	—
(6-3)—	—
7—	—
8—	—
TL—	—

Business & Commercial Aviation

Ziff-Davis Publishing Company
Westchester County Airport
White Plains, New York 10604
(914) 948-1912
Published monthly

Publisher: David W. Ewald
Advertising Director: Robert W. Fyan, Jr.
Other Key Contacts: Gary S. Worden, Marketing Manager

Editorial Description: Business and Commercial Aviation is edited for those who own and/or are responsible for management, operation and maintenance of business type aircraft (including commuters and helicopters). Intelligence pages summarize news while articles describe management techniques, new aircraft and accessory equipment, safety procedures and maintenance methods.

Member: BPA
Rate Information:
Rates as of rate card No. 22, dated 9/82.

Freq.	BW	4C
1X	7,365	11,315
6X	6,620	10,200
12X	6,265	9,590

Special rate cards available: Service; Demographic Sections listed below.

Demographic or regional editions: Helicopter Section, Commuter Airline Section.

Market Research Available: "Brand Direction Study," Field & Facts, Inc., 1,245 recipients (completed returns) taken from FAA lists of aircraft operating units, thus approximating the market for business aircraft; preferences for aircraft makes, equipment brands.

Other Subscriber Research: "Recipient Profile Study," 8/82, Rothstein Tauber, Inc., 1,392 recipients, questions on aircraft operation; "Handbook Insert Study," 10/81, Beta Research, 1,169 recipients, questions on aircraft operation.

Business Analysis of Circulation

1	—Cos., orgs., & indivs. owning, operating or leasing aircrft.
2	—Aviation service ogs. (not owning, operating or leasing aircraft); dirs., distrs., repair, maintenance, overhaul & airport facilities.
3	—Mfrs. (aircraft, engines & avionics).
4	—Govt. agencies/commissions (DOT, FAA).
5	—Other related classifications.
TL	—Total

TL. Total A. Corporate officials, corporate owners, execs., general mgrs., indiv. owners & owner pilots B. Flight operations; aviation dept. mgrs., chief pilots, co. co-pilots & other operation pers. C. Maintenance, engrs., purchasing mgrs., dept. heads & sups. D. All others.

	TL	A	B	C	D
1—	50145	29997	18266	1835	47
2—	1012	754	195	55	8
3—	44	22	7	14	1
4—	15	4	6	3	2
5—	63	37	13	1	12
TL—	51279	30814	18487	1908	70

Flying

Ziff-Davis Publishing Co.
One Park Avenue
New York, New York 10016
(212) 725-3500
Published 12 times a year

Publisher: Jay Durfee
Advertising Director: Dick Koenig

Editorial Description: Flying Magazine is edited for pilots and aircraft owners active in the field of general aviation. News semi-technical and feature articles include evaluation reports on single-engine, multi-engine, rotary-wing aircrafts and sailplanes; pilot proficiency, navigation, weather safety, FAA regulations, new equipment and travel. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and insutry news, flying safety, piloting business airplanes, and aviation book and film reviews.

Member: ABC
Rate Information:
Rates as of rate card No. 62, dated 10/82.

Freq.	BW	4C
1X	10,970	16,465
6X	10,290	15,435
12X	9,465	14,200

Networks or combination buys through which publication is available: Ziff-Davis Magazine Network.

Special rate cards available: School/Mail Order, Travel/F.B.O.

Primary SRDS Classification No.: 4

Market Research Available: A Profile of the General Aviation Pilot, conducted by Field and Facts, Inc. sample size—1,876 pilots (completed-returns). Also a series of studies conducted among recent buyers of selected products related to general aviation.

Syndicated Research: Simmons and MRI (data reported only as part of Ziff-Davis Magazine Network).

Other Subscriber Research: "A Study of Advertising Response," July 1982, Beta Research, 1,099 subscribers, questions on aircraft ownership; 1981 "Business Profile Study," Market Probe Int'l, 1,306 subscribers, questions on travel, aircraft ownership; "1979 Subscriber Study," Field & Facts, Inc., 1,388 subscribers, aircraft ownership question.

[illegible]

[illegible]

1	Building Supply News	1,515
2	Professional Builder	870
3	Builder (NAHB)	503
	Total	**2,888**

[illegible]

1	Building Supply News	-18.0
2	Professional Builder	-27.5
3	Builder (NAHB)	-30.5

Net Chg. Ad Pages

1	Builder (NAHB)	-221
2	Professional Builder	-330
3	Building Supply News	-332
	Total	**-883**

Avg. Ad Pages/Copy

1	Building Supply News	126
2	Professional Builder	73
3	Builder (NAHB)	42

[illegible]

1	Professional Builder	5,685
2	Building Supply News	4,439
3	Builder (NAHB)	2,666
	Total	**12,810**

[illegible]

1	Builder (NAHB)	-14.3
2	Building Supply News	-16.9
3	Professional Builder	-22.4

Net Chg. Ad Revenue

1	Builder (NAHB)	-446
2	Building Supply News	-909
3	Professional Builder	-1,642
	Total	**-2,997**

[illegible]

1	Building Supply News	10.19
2	Professional Builder	3.97
3	Builder (NAHB)	1.72

Average Circulation

1	Builder (NAHB)	129,412
2	Professional Builder	119,383
3	Building Supply News	36,478
	Total	**285,273**

[illegible]

1	Professional Builder	6.1
2	Building Supply News	4.1
3	Builder (NAHB)	-4.7

Net Chg. Avg. Circ.

1	Professional Builder	6,906
2	Building Supply News	1,423
3	Builder (NAHB)	-6,441
	Total	**1,888**

Avg. Circ. Rev./Copy

1	Builder (NAHB)	1.14
2	Professional Builder	0.18
3	Building Supply News	0.00

[illegible]

1	Professional Builder	5,936
2	Building Supply News	4,459
3	Builder (NAHB)	4,436
	Total	**14,831**

[illegible]

1	Builder (NAHB)	2.0
2	Building Supply News	-16.9
3	Professional Builder	-21.4

Avg. Total Pgs./Copy

1	Builder (NAHB)	101
2	Building Supply News	n.e.*
3	Professional Builder	n.e.*

Avg. Edit. Pgs./Copy

1	Builder (NAHB)	59
2	Building Supply News	n.e.*
3	Professional Builder	n.e.*

[illegible]

1	Builder (NAHB)	118,001
2	Professional Builder	8,368
3	Building Supply News	0
	Total	**126,369**

Subscription Growth

1	Professional Builder	12.3
2	Building Supply News	0.0
3	Builder (NAHB)	-4.7

Net Chg. Subscription

1	Professional Builder	915
2	Building Supply News	0
3	Builder (NAHB)	-5,846
	Total	**-4,931**

Average Sub. Price

1	Professional Builder	30.00
2	Builder (NAHB)	15.00
3	Building Supply News	0.00

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *American Building Supplies, Automation in Housing Systems Building News, Builder Developer West, Building Design & Construction, Building Design Journal, Commercial Remodeling, Construction Specifier, Home Center Magazine, Home Improvement Contractor, Kitchen and Bath Business, Manufactured Housing Business, Metal Building News, Metal Building Review, MH Builders News, Mobile/Manufactured Home Merchandiser, Multi-Housing News, National Home Center News, Professional Remodeling, Qualified Remodeler, Shelter*; and approximately 28 non-audited magazines that accept advertising.

Builder (N.A.H.B.)

Hanley-Wood, Inc.
15th & M Streets NW
Washington, D.C. 20005
(202) 822-0390
Published monthly

Publisher: Michael M. Wood
Other Key Contacts: Peter H. Miller, National Accounts Manager; Frank Anton, Editor; John T. Aquino, Associate Publisher; Michael J. Hanley, Chairman; Wendy Jordan, Executive Editor

Editorial Description: Builder presents news and features about the housing and light construction industry, with reports on economic, governmental, energy conservation and sales developments, features on marketing, design, business management, construction and new products. Magazine carries stories about single-family and multifamily housing, rehab, commercial, light industrial, custom houses and housing projects. Regular features include news section on NAHB activities, color feature on innovative housing projects, economic forecast by Michael Sumichrast, latest data on housing starts and interest rates, sketches of new design ideas and question-and-answer section on construction. Special issues on Builder's Choice design competition winners, new products, housing industry economic forecast.

Member: BPA
Rate Information:
Rates as of rate card No. 25, dated 1/1/82.

Freq.	BW	4C
1X	4765	5900
6X	4480	5535
12X	4350	5325

Rate Base: 135,276 as of 5/81 BPA.

Demographic or regional editions: 5 regional/geographic editions—New England/Mid-Atlantic; North Central; South Atlantic; South Central; Mountain & Pacific.

Top Five 1982 Editorial Categories:

	Pgs.	Pct.
1. Design	155	22%
2. Economy	98	13%
3. New Products	66	9%
4. Marketing	60	8%
5. Single Family Homes	58	8%
All others	267	40%
Total Edit. Pages	704	100%

Primary SRDS Classification No.: 19

Average Ad/Edit Ratio: 40/60

Business Analysis of Circulation

1 —Architectural firms, architectural eng. firms, architects & architect-engrs., designers of homes
2 —Builders, builder-developers, gen. contrs. & remolders engaged in bldg. activities, mobile or modular or sectional home mftrs., realty, bldg. mat. dlrs., wholesalers & others who act as builders &/or gen. contr.
3 —Commercial, industrial & institutional org.
4 —Consulting eng. firms & consulting engrs. in private practice

Figures are FOLIO estimates for the calendar year 1982.

[illegible]		
1	Builder (NAHB)	1,770
2	Professional Builder	251
3	Building Supply News	0
	Total	**2,021**

[illegible]		
1	Builder (NAHB)	43.0
2	Professional Builder	12.1
3	Building Supply News	0.0

5 —Financial org. (such as savings & loan assoc., commercial & mutual savings, banks, mortgage & insurance co.)
6 —Gov't. & public agencies
7 —Mftrs. (building prods., package home & components)
(7-1) —Mftrs. of primary building prods.
(7-2) —Mftrs. of building components
(7-3) —Mftrs. of pre-cut or package homes
(7-4) —Dlrs. or wholesalers mfg. components or pre-cut or package homes
8 —Realty firms
9 —Retail dlrs. of lumber, building material & equip. & tools & mobile home dlrs.
10 —Special trade contrs. engaged in parts of the work on buildings such as carpentry, plumbing & electrical
11 —Wholesale distr. of building materials, components, supplies & equip.
12 —Univ., colleges & schools
13 —Public libraries, professional clubs, societies & trade assoc.
14 —Consultants hired by builders (tax, financial, legal, marketing)
TL —Total

TL. Total A. Owners, partners, corporate exec. dirs. & gen. mgrs. B. Architects, designers, & engrs. C. Constr. mgrs. & supts., purchasing agents & buyers & other constr. mgmt. D. Sales & marketing mgmt. E. Other mgmt. pers. F. Carpenters, draftsmen, salesmen, & other employees

	TL	A	B	C	D	E	F
1—	1020	756	35	—	—	229	—
2—	51717	36512	—	—	—	15205	—
3—	2180	1656	—	—	—	524	
4—	1486	1279	17	—	—	190	—
5—	9543	7538	—	—	—	2005	—
6—	25	7	1	2	—	5	10
7—	1966	1202	146	17	153	263	185
(7-1)—	511	217	—	6	79	86	113
(7-2)—	294	180	—	—	41	50	23
(7-3)—	39	13	—	—	8	13	5
(7-4)—	1122	792	146	11	25	104	44
8—	4577	3613	4	15	95	511	339
9—	13961	6645	10	15	152	6926	213
10—	19197	16019	28	22	84	2856	188
11—	5392	3111	6	30	399	1379	467
12—	85	33	2	2	1	1	46
13—	59	46	[illegible]	1	—	7	3
14—	17157	12634	[illegible]	—	—	4523	—
TL—	128364	91051	[illegible]	[illegible]	884	34624	1451

Building Supply News

Cahners Publishing Co.,
Div. of Reed Holdings, Inc.
1350 East Touhy Avenue
Des Plaines, IL 60018
(312) 635-8800
Published 4 times a year

Publisher: Harold J. Sugarman
Advertising Director: Pat Stehle

Editorial Description: Building Supply News is a merchandising magazine containing information about current trends and proven ideas in the areas of modern marketing, merchandising, sales promotion, advertising, sales training methods, capital equipment and profitable management. Special features include Profile of 500 Giant Retailers, Annual Buyers Guide, Merchandising Awards competition. Retailer of the Year Awards, Idea Retailing, How To Sell More series.

Member: ABP

Professional Builder

Cahners Publishing Co.
Div. of Reed Holdings, Inc.
P.O. Box 5080
1350 East Touhy Avenue
Des Plaines, Illinois 60018
(312) 635-8800
Published monthly

Publisher: Marsh P. Trimble
Advertising Director: Dorothy Ducay

Editorial Description: Professional Builder is edited for the housing and light construction industry. Articles deal with design; marketing; technology; land use and development; economics and financial factors affecting the building industry. Special editorial features include: Builder of the Year; Housing Giants; Consumer Housing Opinion Poll; and Annual Product Preview.

Member: BPA, ABP

[illegible]

[illegible]	
1 Advertising Age	3,368
2 Adweek	1,702
3 Sales & Mktg. Mgmt.	1,101
Total	**6,171**

[illegible]	
1 Sales & Mktg. Mgmt.	8.5
2 Advertising Age	-5.8
3 Adweek	-10.1

[illegible]	
1 Sales & Mktg. Mgmt.	86
2 Adweek	-192
3 Advertising Age	-207
Total	**-313**

[illegible]	
1 Sales & Mktg. Mgmt.	69
2 Advertising Age	65
3 Adweek	33

[illegible]	
1 Advertising Age	18,040
2 Adweek	9,537
3 Sales & Mktg. Mgmt.	3,700
Total	**31,277**

[illegible]	
1 Sales & Mktg. Mgmt.	9.8
2 Advertising Age	8.7
3 Adweek	4.9

[illegible]	
1 Advertising Age	1,439
2 Adweek	446
3 Sales & Mktg. Mgmt.	329
Total	**2,214**

[illegible]	
1 Sales & Mktg. Mgmt.	5.02
2 Advertising Age	4.43
3 Adweek	3.32

[illegible]	
1 Advertising Age	79,285
2 Adweek	56,305
3 Sales & Mktg. Mgmt.	46,028
Total	**181,618**

[illegible]	
1 Adweek	6.9
2 Advertising Age	1.8
3 Sales & Mktg. Mgmt.	2.2

[illegible]	
1 Adweek	3,618
2 Advertising Age	2,260
3 Sales & Mktg. Mgmt.	-1,021
Total	**4,857**

[illegible]	
1 Sales & Mktg. Mgmt.	2.26
2 Advertising Age	0.85
3 Adweek	0.41

[illegible]	
1 Advertising Age	21,479
2 Adweek	10,717
3 Sales & Mktg. Mgmt.	5,362
Total	**37,558**

[illegible]	
1 Sales & Mktg. Mgmt.	12.0
2 Adweek	10.3
3 Advertising Age	9.5

[illegible]	
1 Advertising Age	117
2 Adweek	n.e.*
3 Sales & Mktg. Mgmt.	n.e.*

[illegible]	
1 Advertising Age	52
2 Adweek	n.e.*
3 Sales & Mktg. Mgmt.	n.e.*

[illegible]	
1 Advertising Age	79,285
2 Sales & Mktg. Mgmt.	46,028
3 Adweek	31,883
Total	**157,196**

[illegible]	
1 Adweek	27.9
2 Advertising Age	1.8
3 Sales & Mktg. Mgmt.	-2.2

[illegible]	
1 Adweek	6,959
2 Advertising Age	2,260
3 Sales & Mktg. Mgmt.	-1,021
Total	**8,198**

[illegible]	
1 Advertising Age	43.95
2 Adweek	37.00
3 Sales & Mktg. Mgmt.	36.09

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include approximately 25 audited and 25 non-audited magazines that accept advertising.

Advertising Age

Crain Communications
740 North Rush St.
Chicago, Illinois 60611
(212) 210-0100
Published weekly

Publisher: Louis F. DeMarco
Advertising Director: David Persson
Member: ABC
Rate Information:
Rates as of rate card No. 43, dated 10/1/82.

Freq.	BW	4C
1X	5407.50	6807.50
6X	5267.50	6667.50
13X	5145.00	6545.00

Rate Base: 79,153 as of 6/30/82.

Advertising Data:
- •50% of all advertising space is full page ads.
- •12% of all space is run in full color.
- •1200 advertisers placed 1/6 pg. or more in 1982.
- •500 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: In combination with: Industrial Marketing; Focus; Electronic Media.

Special rate cards available: Classified advertising.

Demographic or regional editions: 4 regional editions on a weekly basis.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Consumer Mags.	1575	47%
2. Newspapers	700	21%
3. Broadcasters	200	6%
4. Bus. Pubs.	300	8%
5. Classified	150	4%
All Others	443	14%
Total Ad Pages	3368	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. New Prod./Bot. [illegible]t'l.	544	20%
2. Agency News	408	15%
3. Med. Nws. Print/Rad.	408	[illegible]
4. Med. Nws. V/C/TV	408	[illegible]
5. Wash.; Regional	408	[illegible]
All others	544	20%
Total Edit Pages	2720	100%

Primary SRDS Classification No.: 1

Average Ad/Edit Ratio: 56/44

Market Research Available: 1) Promotion Effort Study, 1981. 2) Share of Market Study, 1982. 3) 100 CNA Study, 1981 (Fosdick).

Other Subscriber Research: AA Subscriber Study, Fall 1981. Sample size: 2100. Conducted by: MAC, Inc.

Business Analysis of Circulation
TL —Total
1 —Manufacturers:
(1-1) —Heads of bus.—chairmen & v-chairmen, pres., partners & owners.
(1-2) —Vice-presidents.
(1-3) —Secretaries & treasurers.
(1-4) —General managers.
(1-5) —Sales managers.

Figures are FOLIO estimates for the calendar year 1982.

[illegible]	
1 Advertising Age	3,439
2 Sales & Mktg. Mgmt.	1,661
3 Adweek	1,180
Total	6,280

[illegible]	
1 Adweek	89.4
2 Sales & Mktg. Mgmt.	17.3
3 Advertising Age	13.8

[illegible]	
1 Advertising Age	0
2 Adweek	0
3 Sales & Mktg. Mgmt.	0
Total	0

(1-6) —Adv. mgrs. (incl. sales promotion mgrs., dirs. of publicity, dirs. of public relations).
(1-7) —Territorial division & branch subs. (incl. 432 subs. with title of mgr., sales mgr., adv. mgr.or above).
(1-8) —Misc. execs. & all other home office employees.
(1-9) —Subscriptions in co. name.
2 —Wholesalers, distrs., jobbers incl. their pers.
3 —Public utilities (electric, gas, telephone, etc.), also local transp. cos. incl. their pers.
4 —Banks, financial underwriters & invesiment houses incl. their pers.
5 —Trade assocs. & promotional groups inc. chambers of commerce incl. their pers.
6 —Retail establishments (incl. chain stores & mail order houses), local service cos. incl. their pers.
7 —Advertising agencies incl. their pers.
8 —Graphic arts & other adv. services incl. their pers.
9 —Media incl. their personnel & reps.
(9-1) —Newspapers.
(9-2) —Magazines, farm & bus. publications.
(9-3) —Radio & television.
(9-4) —All other.
10 —Schools & colleges—professors, students.
11 —Other.
12 —Awaiting class.

TL	1	(1-1)	(1-2)	(1-3)	(1-4)	(1-5)	(1-6)
79186	16757	938	1852	43	460	2338	5032
(1-7)	(1-8)	(1-9)	2	3	4	5	6
623	4074	1397	1823	662	988	1114	8172
7	8	9	(9-1)	(9-2)	(9-3)	(9-4)	10
18599	8487	12741	2332	5776	3961	672	5819
11	12						
1665	2359						

Adweek

A/S/M Communications
820 Second Avenue
New York, New York 10017
(212) 661-8080
Published weekly except last week of year

Publishers: Carolyn Wall, East; John Singleton, Midwest; Michael Carpenter, West; J.C. Kelly, Southwest; Stephen Carroll, Southeast

Editorial Description: Adweek is a group of magazines devoted to advertising industry news and information. Each magazine is edited in the region it services. Each brings its readers local and national news. Special in-depth reports and industry analyses appear simultaneously in the Network publications.

Member: ABC
Rate Information:
Rates as of rate card dated 1/3/83.

Freq.	BW	4C
1X	5,290	6,750
3X	5,025	6,485
6X	5,160	6,620

Rate Base: 52,000 as of 1/3/83

Networks or combination buys through which publication is available: Adweek's network buy consists of the combination of five editions. They may be bought singly or in any combination.

Demographic or regional editions: Adweek's basic premise is regional editions. Two editions earn 10% discount, three editions earn 20% and all five (network) represents 40%.

Primary SRDS Classification No.: 1

Average Ad/Edit Ratio: 60/40

Market Research Available: Only readership studies with two being devoted to a comparison of Adweek and Ad Age.

Business Analysis of Circulation
TL —Total.
1 —Mfgrs.
(1-1) —Heads of business, chairmen, vice-chairmen, pres. partners & owners.
(1-2) —Vice pres. (including-subs. with the term market or marketing in their title).
(1-3) —Secretaries & treasurers.
(1-4) —General managers.
(1-5) —Sales managers.
(1-6) —Advertising managers.
(1-7) —Territorial, division & branch subscriptions.
(1-8) —Miscellaneous executives & all other home office employees.
(1-9) —Subscriptions in co. name.
2 —Wholesaler, distr., jobbers, inc. their pers.
3 —Public utilities, also local transportation cos. incl. their pers.
4 —Banks, financial underwriters & investment houses, incl. their pers.
5 —Trade assoc. & promotional groups, inc. chambers of commerce, incl. their pers.
6 —Retail establishments, incl. chain stores & mail order houses, local service cos. incl. their reps.
7 —Advertising agencies incl. their pers.
8 —Graphic arts & other advertising services, incl. their pers.
9 —Media, incl. their pers. & their reps.
(9-1) —Newspapers.
(9-2) —Magazines, farm publications & business publications.
(9-3) —Radio & television.
(9-4) —All other.
10 —Schools & colleges, professors & students.
11 —Others allied to the field.
12 —Awaiting classification.

TL	1	(1-1)	(1-2)	(1-3)	(1-4)	(1-5)	(1-6)
56115	9123	1026	1095	38	178	240	3879
(1-7)	(1-8)	(1-9)	2	3	4	5	6
432	2146	89	961	712	1255	560	2467
7	8	9	(9-1)	(9-2)	(9-3)	(9-4)	
19686	5796	10006	1398	3635	3089	1884	
10	11	12					
779	3461	1309					

Sales & Marketing Management

Bill Communications, Inc.
633 Third Avenue
New York, New York 10017
(212) 986-4800
Published 16 times a year

Publisher: Kenneth M. Reiss
Advertising Director: Don Mates
Other Key Contacts: Phyllis Badinger, Sales Coordinator

Editorial Description: Sales & Marketing Management is published for executives resonsible for the sale and marketing of their companies products and services.

Member: BPA, MPA, ABP

Business Analysis of Circulation
1 —Mftrs.
2 —Service orgs. incl. insurance, financial, transportation & utility co.
3 —Wholesalers incl. distrs. & brokers
4 —Retailers.
5 —Others allied to the field, Schools colleges and libraries
6 —Awaiting classification.
7 —Trade assns. business, professional & fraternal org.

(continued on page 655)

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

	[illegible]	
1	N.E. Jnl. of Med.	4,620
2	Medical Economics	4,044
3	JAMA	3,141
4	Emergency Medicine	2,904
5	Diversion	[illegible]
6	Patient Care	2,391
7	Consultant	2,177
8	Amer. Family Phys.	2,087
9	MD Magazine	2,073
10	Modern Medicine	1,844
11	Hospital Practice	1,823
12	Medical World News	1,794
13	Annals of Int. Med.	1,676
14	Drug Therapy	1,639
15	Phys.'s Management	1,467
16	Practical Cardiology	1,380
17	Drug Topics	988
18	American Medical News	666
	Total	**39,179**

	[illegible]	
1	Annals of Int. Med.	52.9
2	Drug Therapy	49.9
3	Hospital Practice	41.4
4	Medical World News	41.0
5	Emergency Medicine	32.3
6	N.E. Jnl. of Med.	26.5
7	JAMA	26.4
8	Consultant	20.2
9	Medical Economics	17.5
10	Diversion	14.4
11	Amer. Family Phys.	5.7
12	Patient Care	5.4
13	American Medical News	n.e.*
14	Drug Topics	n.e.*
15	MD Magazine	n.e.*
16	Modern Medicine	n.e.*
17	Phys.'s Management	n.e.*
18	Practical Cardiology	n.e.*

	[illegible]	
1	N.E. Jnl. of Med.	969
2	Emergency Medicine	710
3	JAMA	656
4	Medical Economics	602
5	Annals of Int. Med.	580
6	Drug Therapy	546
7	Hospital Practice	534
8	Medical World News	522
9	Consultant	366
10	Diversion	311
11	Patient Care	123
12	Amer. Family Phys.	113
13	American Medical News	0
14	Drug Topics	0
15	MD Magazine	0
16	Modern Medicine	0
17	Phys.'s Management	0
18	Practical Cardiology	0
	Total	**6,032**

	[illegible]	
1	Consultant	181
2	Amer. Family Phys.	174
3	MD Magazine	159
4	Medical Economics	156
5	Diversion	154
6	Hospital Practice	152
7	Annals of Int. Med.	140
8	Emergency Medicine	138
9	Drug Therapy	137
10	Phys.'s Management	122
11	Practical Cardiology	115
12	Patient Care	114
13	N.E. Jnl. of Med.	89
14	Medical World News	69
15	JAMA	65
16	Drug Topics	43
17	Modern Medicine	15
18	American Medical News	14

	[illegible]	
1	Medical Economics	18,189
2	JAMA	12,289
3	N.E. Jnl. of Med.	9,900
4	Diversion	8,467
5	Patient Care	7,644
6	Consultant	7,076
7	Hospital Practice	6,739
8	Emergency Medicine	6,500
9	American Medical News	6,407
10	MD Magazine	6,240
11	Amer. Family Phys.	6,048
12	Medical World News	5,866
13	Modern Medicine	5,638
14	Practical Cardiology	4,800
15	Phys.'s Management	4,220
16	Drug Topics	4,151
17	Drug Therapy	4,048
18	Annals of Int. Med.	3,643
	Total	**127,865**

	[illegible]	
1	Annals of Int. Med.	69.3
2	Medical World News	55.5
3	Hospital Practice	53.8
4	JAMA	39.7
5	Consultant	34.1
6	Medical Economics	30.6
7	N.E. Jnl. of Med.	28.6
8	Diversion	27.2
9	Drug Therapy	24.4
10	Emergency Medicine	18.2
11	Patient Care	14.2
12	Amer. Family Phys.	12.0
13	American Medical News	n.e.*
14	Drug Topics	n.e.*
15	MD Magazine	n.e.*
16	Modern Medicine	n.e.*
17	Phys.'s Management	n.e.*
18	Practical Cardiology	n.e.*

	[illegible]	
1	Medical Economics	4,264
2	JAMA	3,494
3	Hospital Practice	2,357
4	N.E. Jnl. of Med.	2,200
5	Medical World News	2,094
6	Diversion	1,812
7	Consultant	1,799
8	Annals of Int. Med.	1,492
9	Emergency Medicine	1,000
10	Patient Care	951
11	Drug Therapy	795
12	Amer. Family Phys.	648
13	American Medical News	0
14	Drug Topics	0
15	MD Magazine	0
16	Modern Medicine	0
17	Phys.'s Management	0
18	Practical Cardiology	0
	Total	**22,906**

	[illegible]	
1	Diversion	5.00
2	Consultant	4.89
3	Amer. Family Phys.	4.19
4	Modern Medicine	3.92
5	Medical Economics	3.63
6	Practical Cardiology	3.52
7	Patient Care	3.34
8	Annals of Int. Med.	3.30
9	Phys.'s Management	3.19
10	MD Magazine	3.11
11	Hospital Practice	2.87
12	Emergency Medicine	2.50
13	Drug Topics	2.36
14	Drug Therapy	2.35
15	Medical World News	1.95
16	JAMA	1.19
17	N.E. Jnl. of Med.	0.93
18	American Medical News	0.41

	[illegible]	
1	American Med. News	329,352
2	JAMA	290,836
3	N.E. Jnl. of Med.	204,313
4	Hospital Practice	195,729
5	Medical Economics	182,693
6	Diversion	176,215
7	MD Magazine	154,442
8	Drug Therapy	143,500
9	Practical Cardiology	136,777
10	Emergency Medicine	123,737
11	Consultant	120,566
12	Amer. Family Phys.	120,273
13	Modern Medicine	119,699
14	Medical World News	115,917
15	Phys.'s Management	110,252
16	Patient Care	108,823
17	Annals of Int. Med.	91,959
18	Drug Topics	77,946
	Total	**2,802,029**

	[illegible]	
1	Medical Economics	14.2
2	Medical World News	6.5
3	Hospital Practice	3.5
4	JAMA	3.0
5	Consultant	2.7
6	Emergency Medicine	2.0
7	Annals of Int. Med.	1.1
8	Diversion	0.9
9	N.E. Jnl. of Med.	0.2
10	Patient Care	-0.9
11	Drug Therapy	-1.9
12	Amer. Family Phys.	-10.9
13	American Medical News	n.e.*
14	Drug Topics	n.e.*
15	MD Magazine	n.e.*
16	Modern Medicine	n.e.*
17	Phys.'s Management	n.e.*
18	Practical Cardiology	n.e.*

	[illegible]	
1	Medical Economics	23,954
2	JAMA	8,564
3	Medical World News	7,030
4	Hospital Practice	6,557
5	Emergency Medicine	2,413
6	Diversion	1,565
7	Annals of Int. Med.	1,030
8	N.E. Jnl. of Med.	327
9	Consultant	33
10	American Medical News	0
11	Drug Topics	0
12	MD Magazine	0
13	Modern Medicine	0
14	Phys.'s Management	0
15	Practical Cardiology	0
16	Patient Care	-948
17	Drug Therapy	-2,729
18	Amer. Family Phys.	-14,741
	Total	**33,055**

	[illegible]	
1	Annals of Int. Med.	2.92
2	N.E. Jnl. of Med.	0.88
3	American Medical News	0.54
4	Medical Economics	0.20
5	JAMA	0.08
6	Medical World News	0.05
7	Amer. Family Phys.	0.00
8	Consultant	0.00
9	Diversion	0.00
10	Drug Therapy	0.00
11	Drug Topics	0.00
12	Emergency Medicine	0.00
13	Hospital Practice	0.00
14	MD Magazine	0.00
15	Modern Medicine	0.00
16	Patient Care	0.00
17	Phys.'s Management	0.00
18	Practical Cardiology	0.00

*n.e. = not estimated

Magazine Profiles

Because of the nature of the medical market, there are hundreds of magazines and journals of both general and specific nature. The reader is directed to consult SRDS, ABC, BPA, or Medical Media Ratebooks for a complete listing of all publications in this field.

American Family Physician

American Academy of Family Physicians
1740 West 92nd Street
Kansas City, Missouri 64114
(816) 333-9700

American Medical News

American Medical Association
535 North Dearborn Street
Chicago, Illinois 60610
(312) 751-6000

Figures are FOLIO estimates for the calendar year 1982.

1	N.E. Jnl. of Med.	19,237
2	Medical Economics	19,171
3	JAMA	13,332
4	Diversion	8,467
5	Patient Care	7,644
6	Consultant	7,076
7	Annals of Int. Med.	6,863
8	Hospital Practice	6,739
9	Emergency Medicine	6,500
10	American Medical News	6,433
11	MD Magazine	6,240
12	Amer. Family Phys.	6,048
13	Medical World News	6,026
14	Modern Medicine	5,638
15	Practical Cardiology	4,800
16	Phys.'s Management	4,220
17	Drug Topics	4,151
18	Drug Therapy	4,048
	Total	**142,633**

1	Medical World News	59.8
2	Hospital Practice	53.8
3	Annals of Int. Med.	44.5
4	N.E. Jnl. of Med.	39.8
5	JAMA	35.5
6	Consultant	34.1
7	Medical Economics	29.9
8	Diversion	27.2
9	Drug Therapy	24.4
10	Emergency Medicine	18.2
11	Patient Care	14.2
12	Amer. Family Phys.	12.0
13	American Medical News	n.e.*
14	Drug Topics	n.e.*
15	MD Magazine	n.e.*
16	Modern Medicine	n.e.*
17	Phys.'s Management	n.e.*
18	Practical Cardiology	n.e.*

1	Annals of Int. Med.	332
2	Consultant	306
3	Diversion	277
4	MD Magazine	273
5	Medical Economics	256
6	Modern Medicine	255
7	Drug Therapy	248
8	Emergency Medicine	245
9	Phys.'s Management	219
10	N.E. Jnl. of Med.	152
11	JAMA	148
12	Medical World News	115
13	Drug Topics	88
14	American Medical News	33
15	Amer. Family Phys.	n.e.*
16	Hospital Practice	n.e.*
17	Patient Care	n.e.*
18	Practical Cardiology	n.e.*

1	Annals of Int. Med.	192
2	Consultant	125
3	Diversion	123
4	MD Magazine	113
5	Drug Therapy	112
6	Emergency Medicine	107
7	Modern Medicine	101
8	Medical Economics	100
9	Phys.'s Management	97
10	JAMA	83
11	N.E. Jnl. of Med.	63
12	Medical World News	46
13	Drug Topics	45
14	American Medical News	19
15	Amer. Family Phys.	n.e.*
16	Hospital Practice	n.e.*
17	Patient Care	n.e.*
18	Practical Cardiology	n.e.*

1	American Med. News	249,041
2	JAMA	233,457
3	N.E. Jnl. of Med.	202,417
4	Annals of Int. Med.	91,959
5	Medical Economics	29,766
6	Medical World News	5,216
7	Amer. Family Phys.	n.e.*
8	Consultant	n.e.*
9	Diversion	n.e.*
10	Drug Therapy	n.e.*
11	Drug Topics	n.e.*
12	Emergency Medicine	n.e.*
13	Hospital Practice	n.e.*
14	MD Magazine	n.e.*
15	Modern Medicine	n.e.*
16	Patient Care	n.e.*
17	Phys.'s Management	n.e.*
18	Practical Cardiology	n.e.*
	Total	**811,856**

1	Medical Economics	18.5
2	JAMA	2.7
3	Annals of Int. Med.	1.1
4	N.E. Jnl. of Med.	0.2
5	Amer. Family Phys.	0.0
6	Consultant	0.0
7	Diversion	0.0
8	Drug Therapy	0.0
9	Emergency Medicine	0.0
10	Hospital Practice	0.0
11	Patient Care	n.e.*
12	American Medical News	n.e.*
13	Drug Topics	n.e.*
14	MD Magazine	n.e.*
15	Medical World News	n.e.*
16	Modern Medicine	n.e.*
17	Phys.'s Management	n.e.*
18	Practical Cardiology	n.e.*

1	JAMA	6,295
2	Medical World News	5,216
3	Medical Economics	4,640
4	Annals of Int. Med.	1,030
5	N.E. Jnl. of Med.	328
6	Amer. Family Phys.	0
7	American Medical News	0
8	Consultant	0
9	Diversion	0
10	Drug Therapy	0
11	Drug Topics	0
12	Emergency Medicine	0
13	Hospital Practice	0
14	MD Magazine	0
15	Modern Medicine	0
16	Patient Care	0
17	Phys.'s Management	0
18	Practical Cardiology	0
	Total	**17,509**

1	JAMA	48.00
2	N.E. Jnl. of Med.	46.13
3	Annals of Int. Med.	35.02
4	Medical Economics	32.99
5	Medical World News	30.75
6	American Medical News	20.00
7	Amer. Family Phys.	0.00
8	Consultant	0.00
9	Diversion	0.00
10	Drug Therapy	0.00
11	Drug Topics	0.00
12	Emergency Medicine	0.00
13	Hospital Practice	0.00
14	MD Magazine	0.00
15	Modern Medicine	0.00
16	Patient Care	0.00
17	Phys.'s Management	0.00
18	Practical Cardiology	0.00

1	N.E. Jnl. of Med.	9,337
2	Annals of Int. Med.	3,220
3	JAMA	1,043
4	Medical Economics	982
5	Medical World News	160
6	American Medical News	26
7	Amer. Family Phys.	n.e.*
8	Consultant	n.e.*
9	Diversion	n.e.*
10	Drug Therapy	n.e.*
11	Drug Topics	n.e.*
12	Emergency Medicine	n.e.*
13	Hospital Practice	n.e.*
14	MD Magazine	n.e.*
15	Modern Medicine	n.e.*
16	Patient Care	n.e.*
17	Phys.'s Management	n.e.*
18	Practical Cardiology	n.e.*
	Total	**14,768**

1	N.E. Jnl. of Med.	54.0
2	Annals of Int. Med.	23.9
3	Medical Economics	18.5
4	Amer. Family Phys.	0.0
6	Consultant	0.0
7	Diversion	0.0
8	Drug Therapy	0.0
10	Emergency Medicine	0.0
11	Hospital Practice	0.0
12	JAMA	0.0
13	Patient Care	0.0
14	American Medical News	n.e.*
15	Drug Topics	n.e.*
16	MD Magazine	n.e.*
17	Medical World News	n.e.*
18	Modern Medicine	n.e.*
17	Phys.'s Management	n.e.*
20	Practical Cardiology	n.e.*

*n.e. = not estimated

Annals of Internal Medicine

American College of Physicians
4200 Pine Street
Philadelphia, Pennsylvania 19104
(215) 243-1200

Consultant

Cliggott Publishing
Subsidiary of Media General
500 West Putnam Avenue
Greenwich, CT 06830
(203) 661-0600

Diversion

Diversion Communications, Inc.
60 East 42nd Street
New York, New York 10165
(212) 682-3710

(continued on page 629)

Figures are FOLIO estimates for the calendar year 1982.

1 Amer. Metal Market	2,400
2 Amer. Machinist	1,872
3 Iron Age	1,760
4 Tooling & Production	1,745
Total	**7,777**

1 Amer. Machinist	-7.3
2 Tooling & Production	-13.3
3 Amer. Metal Market	-22.3
4 Iron Age	-24.3

1 Amer. Machinist	-146
2 Tooling & Production	-268
3 Iron Age	-566
4 Amer. Metal Market	-687
Total	**-1,667**

1 Amer. Machinist	155
2 Tooling & Production	145
3 Iron Age	49
4 Amer. Metal Market	10

1 Iron Age	7,458
2 Amer. Metal Market	6,811
3 Amer. Machinist	6,500
4 Tooling & Production	4,633
Total	**25,402**

1 Amer. Machinist	2.1
2 Tooling & Production	-0.1
3 Amer. Metal Market	-9.8
4 Iron Age	-16.0

1 Amer. Machinist	115
2 Tooling & Production	-6
3 Amer. Metal Market	-738
4 Iron Age	-1,416
Total	**-2,045**

1 Amer. Machinist	7.36
2 Tooling & Production	5.45
3 Iron Age	1.82
4 Amer. Metal Market	0.60

1 Iron Age	113,712
2 Tooling & Production	70,879
3 Amer. Machinist	62,372
4 Amer. Metal Market	45,260
Total	**292,223**

1 Tooling & Production	1.2
2 Amer. Machinist	0.2
3 Iron Age	0.1
4 Amer. Metal Market	-2.8

1 Tooling & Production	829
2 Iron Age	134
3 Amer. Machinist	98
4 Amer. Metal Market	-1,294
Total	**-233**

1 Amer. Metal Market	0.10
2 Iron Age	0.07
3 Amer. Machinist	0.00
4 Tooling & Production	0.00

1 Amer. Metal Market	10,815
2 Iron Age	7,728
3 Amer. Machinist	6,500
4 Tooling & Production	4,633
Total	**29,676**

1 Amer. Machinist	2.1
2 Tooling & Production	-0.1
3 Amer. Metal Market	-2.0
4 Iron Age	-15.5

1 Amer. Machinist	254
2 Tooling & Production	224
3 Amer. Metal Market	n.e.*
4 Iron Age	n.e.*

1 Amer. Machinist	99
2 Tooling & Production	78
3 Amer. Metal Market	n.e.*
4 Iron Age	n.e.*

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Assembly Engineering, Automatic Machining, Cutting Tool Engineering, The Fabricator, Fastener Technology, Foundry Management & Technology, Heat Treating, Industrial Finishing, Industrial Heating, Journal of Metals, Light Metal Age, Machine & Tool Blue Book, Manufacturing Engineering, Metal Center News, Metal Finishing, Metal Progress, Metalworking Digest, Metlfax, Modern Casting, Modern Metals, NC Shop Owner, Precision Metal, Production, Products Finishing, 33 Metal Producing*; and approximately 39 non-audited magazines that accept advertising.

American Machinist

McGraw-Hill Publications Co.
1221 Avenue of the Americas
New York, NY 10020
(212) 997-1221
Published monthly

Publisher: Richard H. Larsen
Other Key Contacts: Robert A. Nelson, Director of Marketing Services; Catherine Kane, Research Manager

Editorial Description: American Machinist is edited for company management and manufacturing/production managers and engineers in the metalworking industries. Metalworking Trends section features coverage of significant developments to watch in the technology of metalworking manufacturing including: machine tools, cutting, forming, computers and control, materials, quality assurance, welding, assembly, cleaning & finishing, plant operations, and manufacturing systems; and in international news plus the economic outlook, labor relations and government regulations. Feature articles and Special Reports deal with manufacturing methods and practices in the metalworking marketplace.

Member: BPA
Rate Information:
Rates as of rate card No. 15, dated 1/83.

Freq.	BW	4C
1X	3,175	4,155
6X	3,010	3,935
12X	2,900	3,805

Rate Base: 62,474 as of 6/82.

Advertising Data:
- 90% of all advertising space is full page ads.
- 58% of all space is run in full color.
- 98 advertisers placed 1/6 pg. or more in 1982.

Networks or combination buys through which publication is available: The Professional Management Network (McGraw-Hill).

Special rate cards available: Classified (including employment; business, used or surplus equipment).

Demographic or regional editions: Regional selections.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Machine Tools	1013	54%
2. Tooling	251	14%
3. Computer, Control	127	7%
4. Cutting Fluids	98	5%
5. Quality Assurance	71	4%
All Others	299	16%
Total Ad Pages	1859	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Cutting	225	19%
2. Mfg. Mgmt.	189	16%
3. Computers & Control	177	15%
4. Forming	106	9%
5. Tooling	95	8%
All others	391	33%
Total Edit Pages	1183	100%

Primary SRDS Classification No.: 88

Average Ad/Edit Ratio: 61/39

Figures are FOLIO estimates for the calendar year 1982.

1	Amer. Metal Market	45,260
2	Iron Age	4,906
3	Amer. Machinist	0
4	Tooling & Production	0
	Total	**50,166**

1	Amer. Machinist	0.0
2	Tooling & Production	0.0
3	Iron Age	-0.3
4	Amer. Metal Market	-2.8

1	Amer. Machinist	0
2	Tooling & Production	0
3	Iron Age	-13
4	Amer. Metal Market	-1,294
	Total	**-1,307**

1	Iron Age	55.00
2	Amer. Metal Market	25.00
3	Amer. Machinist	0.00
4	Tooling & Production	0.00

1	Amer. Metal Market	4,004
2	Iron Age	270
3	Amer. Machinist	0
4	Tooling & Production	0
	Total	**4,274**

1	Amer. Metal Market	14.6
2	Amer. Machinist	0.0
3	Tooling & Production	0.0
4	Iron Age	-0.4

Market Research Available: 1) "12th AM Inventory of Metalworking Equipment," American Machinist, 40,000 sample. 2) "Metalworking Brand Preference Study," American Machinist, 10,000 sample.

Other Subscriber Research: 1) 1970-82 "Summary of 29 Independently Conducted Magazine Readership Studies," various manufacturers, conducted studies against various size samples of customers for magazine readership. 2) 1979 "Subscriber Research Report," AM Readers, 1,000 sample, 558 return, questions on metalforming. 3) 1979 "Subscriber Profile," AM Readers, 2,000 sample, 1,300 returns, questions on job problems, editorial interests, effect of advertising, readers' ages, duplication of magazine readership, etc.

Business Analysis of Circulation

ST —Subtotal
TL —Total

SIC. TL. Total A. Co. mgmt B-1. Production-mgmt B-2. Production—dept C-1. Eng.—mgmt C-2. Eng.—engrs D-1. Product design, research & development—mgmt D-2. Product design, research & development—engrs.

SIC	TL	A	B-1	B-2	C-1	C-2	D-1	D-2
25—	465	50	144	71	40	120	—	—
33—	1539	156	493	292	227	371	—	—
34—	11918	2960	3100	1693	1358	2807	—	
35—	27914	6547	6177	3590	2898	8312	304	86
36—	8653	899	1897	1311	1133	3413	—	—
37—	7478	546	1395	791	1028	3718	—	—
38—	3416	450	821	560	388	1197	—	—
39—	748	119	244	131	92	162	—	—
ST—	62452	11762	14358	8527	7248	20167	304	86
•—	321	35	87	88	44	67	—	—
50-51—	3	—	—	—	—	—	—	—
TL—	62455	—	—	—	—	—	—	—

American Metal Market/ Metalworking News

Fairchild Publications
7 East 12th Street
New York, New York 10003
(212) 741-4140
Published daily

Publisher: Kenneth Share
Advertising Director: John Nolan
Other Key Contacts: Edwin Cowen, Market Manager (Metal Cutting Machine Tools); Bill MacLeod, Market Manager (Metal Forming Machine Tools)

Editorial Description: American Metal Market is a daily newspaper, with an expanded Monday Edition. American Metal Market (Tuesday-Friday) publishes metal prices every day and reports all the news affecting supply, demand and prices of ferrous and non-ferrous metals, alloys and secondary metals. Metalworking News, the expanded Monday Edition, reports the news of the metalworking industry—including manufacturing, machine tools, computer controls, robotics, finance, company and association activities, personnel changes and a weekly Tech Update feature covering technical advances in metalworkding firms.

Member: ABC
Rate Information:
Rates as of rate card No. 28, dated 10/1/82.

Monday Freq.	BW	4C
1X	3,724	4,354
6X	3,066	3,696
13X	2,758	3,388
Tuesday-Friday		
1X	1,750	2380
6X	1,687	2317
13X	1,386	2016

Advertising Data:
- •10% of all advertising space is full page ads.
- •8% of all space is run in full color.

Demographic or regional editions: Standard breakout of Northeast, Midwest, South, and West. Other breakouts available. Contact ad director for details.

Primary SRDS Classification No.: 88

Average Ad/Edit Ratio: 40/60

Other Subscriber Research: Erdos & Morgan, 1983, "Subscriber Profile and Purchase Involvement Study," 2,000 subscribers sampled, Harvey Communications Research.

Iron Age

Chilton Company
Chilton Way
Radnor, Pennsylvania 19089
(215) 964-4332
Published 36 times a year

Publisher: George Wells
Advertising Director: Richard Hui.:

Editorial Description: Iron Age serves 185 metalworking industries. This market includes industries which can be broadly classified as producers and manufacturers of primary metals, fabricated metal products, electrical and nonelectrical machinery, transportation, equipment, instruments and miscellaneous metal products. It is written for metalworking managers n the administration, production, engineering and purchasing functions. Editorial coverage includes news of metalworking, engineering and production developments, and market and price information.

Member: BPA, MPA, ABP

Business Analysis of Circulation

* —Metals service centers & offices
** —Scrap & waste materials
† —All other SIC groups—each less than 1% of the total
TL —Total

SIC. TL. total A. Co. names & libraries B. Co. mgmt. C. Mfg.-prod.-mgmt. D. Mfg.-prod.-dept. E. Mfg.-eng.-mgmt. design research & dev.-mgmt. I. Product design, research & dev.-engrs. J. Product design, research & dev.-other design pers. K. Metallurgical L. Purchasing M. Marketing & Sales N. Other qual. pers.

SIC	TL	A	B	C	D	E	F	G
25—	732	—	266	155	9	45	32	—
33—	21282	229	4507	5372	1470	1440	1530	321
34—	20406	43	7408	4199	344	1684	1047	3
35—	30990	96	10348	5365	484	2742	1553	3
36—	13530	61	2759	2144	162	1495	1192	—
37—	13741	71	2531	3305	315	1414	1312	1
38—	4359	16	1607	682	63	423	353	—
39—	806	3	239	176	14	63	52	—
50—	218	41	110	2	—	—	1	—
•—	3029	12	1677	170	5	42	9	—
••—	1258	306	807	9	—	—	—	—
89—	489	32	242	14	—	37	25	—
†—	3050	1732	337	50	6	25	13	—
TL—	113863	2642	32298	21643	2872	9410	7119	39

SIC	H	I	J	K	L	M	N
25—	36	13	—	2	168	5	1
33—	559	541	36	1778	1850	947	991
34—	1010	612	1	338	3441	224	52
35—	2865	1371	5	531	5223	357	47
36—	1648	1567	1	240	2133	111	17
37—	954	945	—	458	2249	67	92
38—	501	515	—	67	609	54	9
39—	57	38	—	9	152	2	1
50—	—	—	—	—	8	24	32
•—	12	1	—	20	368	692	21
••—	1	—	—	—	16	21	98
89—	31	19	—	7	44	7	31
†—	28	9	—	4	198	129	519
TL—	7702	5631	43	3454	16459	2640	1911

(continued on page 655)

[illegible]

[illegible]

1	New Equipment Digest	2,286
2	Industrial Equip. News	2,264
	Total	**4,550**

[illegible]

1	Industrial Equip. News	-7.4
2	New Equipment Digest	-10.0

[illegible]

1	Industrial Equip. News	-180
2	New Equipment Digest	-254
	Total	**-434**

[illegible]

1	New Equipment Digest	85
2	Industrial Equip. News	84

[illegible]

1	Industrial Equip. News	9,222
2	New Equipment Digest	8,665
	Total	**18,632**

[illegible]

1	Industrial Equip. News	0.1
2	New Equipment Digest	-3.7

[illegible]

1	Industrial Equip. News	13
2	New Equipment Digest	-386
	Total	**-373**

[illegible]

1	New Equipment Digest	4.20
2	Industrial Equip. News	3.93

[illegible]

1	Industrial Equip. News	198,034
2	New Equipment Digest	197,908
	Total	**395,942**

[illegible]

1	New Equipment Digest	5.1
2	Industrial Equip. News	1.0

[illegible]

1	New Equipment Digest	9,529
2	Industrial Equip. News	2,025
	Total	**11,554**

[illegible]

1	New Equipment Digest	42
2	Industrial Equip. News	37

[illegible]

1	Industrial Equip. News	9,222
2	New Equipment Digest	8,665
	Total	**17,887**

[illegible]

1	Industrial Equip. News	0.1
2	New Equipment Digest	-3.7

[illegible]

1	New Equipment Digest	127
2	Industrial Equip. News	121

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include *Industrial Product Bulletin*.

Industrial Equipment News

Thomas Publishing Company
One Penn Plaza
250 West 34th Street
New York, New York 10119
(212) 695-0500
Published 12 times per year

Publisher: Ralph E. Richardson

Editorial Description: Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment and supplies used in both manufacturing and plant operations. It also describes new catalogs and technical literature.

Member: BPA

Rate Information:
Rates as of rate card No. 27, dated 1/1/83.

Freq.	BW	4C
1X	8,927	9,817
6X	8,032	8,877
12X	6,958	7,749

Rate Base: 200,052 as of 12/1/82.

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Product News	3,060	85.5%
2. New Literature	360	10.1%
All others	160	4.4%
Total Edit Pages	3,580	100.0%

Primary SRDS Classification No.: 83B

Average Ad/Edit Ratio: 75/25

Other Subscriber Research: Harvey Research, six issues studied. "Advertising Impact Measurement Study," six issues studied.

Business Analysis of Circulation
TL —Total

SIC. TL. Total A. Administration B. Production/maintenance C. Engineering D. Purchasing E. Other qualified pers F. Libraries & co. copies

SIC	TL	A	B	C	D	E	F
10-14—	1754	106	645	885	115	1	2
15-17—	2297	626	594	912	160	—	5
20—	7626	896	3220	3062	440	—	8
21—	307	8	67	214	15	—	3
22—	3733	429	1500	1638	163	1	2
23—	1226	290	507	350	78	—	1
24—	1850	575	729	392	152	2	—
25—	4081	547	986	1068	265	1	1
26—	2868	338	1591	1889	256	2	5
27—	2375	445	1058	684	181	3	4
28—	15542	969	4870	9102	565	2	34
29—	2059	101	644	1225	86	—	3
30—	5680	970	1760	2644	305	1	—
31—	391	96	136	125	31	—	1
32—	4512	552	1489	2199	249	1	2
33—	9002	790	3076	4564	565	2	5
34—	18345	3553	5301	8073	1395	11	12
35—	37184	5244	8809	20983	2088	22	38
36—	26938	1833	6006	17871	1181	9	38
37—	11901	717	2712	7825	621	9	17
38—	11586	836	2770	7476	485	8	11
39—	3755	763	1138	1550	299	1	4
40-48—	2237	140	923	1053	119	1	1
49—	4751	95	1836	2616	197	1	6
50—	1166	385	362	294	109	16	—
51—	383	87	160	99	32	5	—
82—	1082	38	242	428	48	275	51
91-97—	2904	34	603	2145	95	11	16
*—	8481	927	1589	5646	271	14	34
TL—	196016	22390	55323	107012	10588	399	304

Figures are FOLIO estimates for the calendar year 1982.

New Equipment Digest

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, Ohio 44114
(216) 696-7000
Published monthly

Publisher: James D. Atherton
Other Key Contacts: Russell S. Carson, National Sales Manager; Doris I. Taylor, Advertising Service Manager

Editorial Description: New Equipment Digest contains condensed descriptions of new and/or significantly improved industrial products, materials, components and equipment announced by established companies marketing in the United States. Literature and catalogs on the same subjects are reviewed. In a typical year, the editorial content covers: new product descriptions (85%); new literature and catalogs (11%) and feature articles (4%). Special features include: Special Sections, Editor's Showcase, Samplecase, Bookcase, Data Rack, Best of Penton/IPC and Best of N.E.D.

Member: BPA
Rate Information:
Rates as of rate card No. 46, dated 1/1/83

Freq.	BW	4C
1X	4,356	5,091.10
6X	4,048	4,727.45
12X	3,828.00	4,415.75

Advertising Data:
•20% of all advertising space is full page ads.
•36.4% of all space is run in full color.
•1,284 advertisers placed 1/6 pg. or more in 1982.
•239 advertisers ran 6X or more in 1982.

Demographic or regional editions: Regional inserts are acceptable. Consult publisher for rates.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Plant Oper. & Maint.	388	17%
2. Materials Handling	384	16.8%
3. Assembly	366	16.0%
4. Fluid Power	336	14.7%
5. Electrical/Electronic	277	12.1%
All Others	535	23.4%
Total Ad Pages	2,286	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Electrical/Electronic	275	25.1%
2. Plt. Oper & Maint.	187	17.0%
3. Fluid Power	133	12.1%
4. Assembly	124	11.3%
5. Production	113	10.3%
All others	265	24.2%
Total Edit Pages	1,097	100.0%

Primary SRDS Classification No.: 83B

Average Ad/Edit Ratio: 70/30

Market Research Available: "Reader Action Report," summary of all follow-up studies, 1968-1980. Shows percent of NED reader/inquirers who purchase advertiser's product and/or competitive product. "Reader Profile Study," specifically purchasing influence questions.

Other Subscriber Research: "Hagen Marketing Management Studies," 500 sample. Break respondents down by NED's nine major product areas. Conducted by Hagen Marketing Research Inc. 8 studies conducted yearly.

Business Analysis of Circulation
• —All others each less than 1% of total
TL —Total

SIC. TL. Total A. Administration B. Production/plant operations/maintenance C. Engineering D. Purchasing E. Other qualified personnel F. Libraries & co. copies

SIC	TL	A	B	C	D	E	F
10-14—	1813	421	763	487	142	—	—
15-17—	1563	687	454	303	118	—	1
20—	7540	1244	3597	2376	321	—	2
21—	202	12	70	106	13	—	1
22—	3070	444	1183	1293	148	—	2
23—	1028	304	393	269	62	—	—
24—	2103	851	739	343	168	—	2
25—	2153	593	723	658	179	—	—
26—	5467	739	2250	2134	341	—	3
27—	2401	526	1137	5897	148	—	1
28—	15492	979	6053	7810	633	—	17
29—	1835	157	685	901	92	—	—
30—	5861	1202	1866	2481	309	—	3
31—	464	153	171	104	36	—	—
32—	4865	829	1678	2069	286	—	3
33—	10364	1013	4174	4604	569	—	4
34—	19643	4370	5907	8159	1200	—	7
35—	37258	6719	9674	19217	1632	—	16
36—	27359	2225	6310	17993	818	—	13
37—	12102	1005	3430	7107	554	—	6
38—	11826	1118	2635	7718	350	—	5
39—	2886	757	856	1122	151	—	—
40-48—	1228	147	574	460	47	—	—
49—	4083	260	1986	1551	281	—	5
50—	8745	4788	1184	528	414	1829	2
51—	758	340	203	78	36	101	—
73—	1859	186	396	1246	26	—	5
82—	156	15	52	80	4	—	5
89—	1811	394	219	1174	19	—	5
91-97—	1452	32	462	9157	36	—	7
•—	463	165	141	130	25	—	2
TL—	197850	32675	59965	95005	9158	1930	117

(continued from 621)

Drug Therapy—Office Core

Biomedical Information Corporation
800 Second Avenue
New York, New York 10017
(212) 599-3400

Drug Topics

Medical Economics Co. Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030

Emergency Medicine

Fischer Medical Publications
280 Madison Avenue
New York, New York 10016
(212) 889-4530

Hospital Practice

HP Publishing Co.
575 Lexington Avenue
New York, New York 10022
(212) 421-7320

Journal of the American Medical Association

American Medical Association
535 North Dearborn Street
Chicago, Illinois 60610
(312) 751-6000

MD Magazine

MD Publications
30 East 60th Street
New York, New York 10022
(212) 355-5432

Medical Economics

Medical Economics Company, Inc.
Div. of International Thomson Organisation Ltd.
680 Kinderkamack Rd.
Oradell, New Jersey 07649
(201) 262-3030

Medical World News

HEI Publishing
211 East 43rd Street
New York, New York 10017
(212) 490-7800

Modern Medicine

Harcourt Brace Jovanovich
Health Care Publications
757 Third Avenue
New York, New York 10017
(212) 888-2600

New England Journal of Medicine

Massachusetts Medical Society
1440 Main Street
Waltham, Massachusetts 02254
(617) 893-3800

Patient Care

International Thomson Organization Ltd.
& Medical Economics Company, Inc.
16 Thorndal Circle
P.O. Box 1245
Darien, Connecticut 06820
(203) 655-8951

Physician's Management

Harcourt Brace Jovanovich
Health Care Publications
757 Third Avenue
New York, New York 10017
(212) 888-2600

Practical Cardiology

Med Publishing, Inc.
50 Route #9
Morganville, New Jersey 07751
(201) 536-3600

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]	
1 Nursing '82	915
2 Amer. Jrnl. of Nursing	883
3 RN Magazine	761
Total	**2,559**

[illegible]	
1 Nursing '82	3.0
2 RN Magazine	-7.6
3 Amer. Jrnl. of Nursing	-20.5

[illegible]	
1 Nursing '82	27
2 RN Magazine	-63
3 Amer. Jrnl. of Nursing	-227
Total	**-263**

[illegible]	
1 Nursing '82	76
2 Amer. Jrnl. of Nursing	74
3 RN Magazine	63

[illegible]	
1 Nursing '82	6,841
2 Amer. Jrnl. of Nursing	3,995
3 RN Magazine	3,672
Total	**14,508**

[illegible]	
1 Nursing '82	16.3
2 RN Magazine	11.2
3 Amer. Jrnl. of Nursing	-7.2

[illegible]	
1 Nursing '82	958
2 RN Magazine	371
3 Amer. Jrnl. of Nursing	-312
Total	**1,017**

[illegible]	
1 Nursing '82	1.04
2 Amer. Jrnl. of Nursing	0.96
3 RN Magazine	0.82

Average Circulation	
1 Nursing '82	545,712
2 RN Magazine	374,830
3 Amer. Jrnl. of Nursing	345,329
Total	**1,265,871**

[illegible]	
1 RN Magazine	9.8
2 Nursing '82	3.8
3 Amer. Jrnl. of Nursing	-6.6

[illegible]	
1 RN Magazine	33,518
2 Nursing '82	19,827
3 Amer. Jrnl. of Nursing	-24,210
Total	**29,135**

[illegible]	
1 Amer. Jrnl. of Nursing	1.17
2 Nursing '82	1.11
3 RN Magazine	1.09

[illegible]	
1 Nursing '82	14,085
2 Amer. Jrnl. of Nursing	8,829
3 RN Magazine	8,558
Total	**31,472**

[illegible]	
1 RN Magazine	9.9
2 Nursing '82	9.2
3 Amer. Jrnl. of Nursing	-1.8

[illegible]	
1 Amer. Jrnl. of Nursing	161
2 Nursing '82	154
3 RN Magazine	138

[illegible]	
1 Amer. Jrnl. of Nursing	87
2 Nursing '82	77
3 RN Magazine	74

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Nursing Management, Nursing Opportunities, Today's OR Nurse*; and approximately 27 non-audited magazines and journals that accept advertising.

American Journal of Nursing

American Journal of Nursing Company
555 West 57th Street
New York, New York 10019
(212) 582-8820
Published Monthly

Publisher: Thelma M. Schorr, R.N.
Advertising Director: John Harrison

Editorial Description: American Journal of Nursing is a professional magazine for nurses. Typical annual editorial content of the Journal includes: clinical and nursing care, general nursing news, nursing service, association news, public health and community nursing, nursing education, international nursing. Regular features include: Drug Data, Medical Highlights, Books and Films, Equipment, Test Yourself.

Member: ABC
Rate Information:
Rates as of rate card No. 35, date 1/83.

Freq.	BW	4C
1X	4650	6350
6X	4330	6030
12X	4015	5715

Networks or combination buys through which publication is available: Frequency discount based on insertions in all AJN Company nursing magazines.

Demographic or regional editions: Hospital Edition.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Pharm./Patient Care	732.8	83%
2. Classified	57.3	6%
3. Books	93.3	11%
Total Ad Pages	883.4	100%

Top Four 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Clin./Patient Care	547.5	52%
2. Drugs/Pharm.	104	10%
3. News	193	19%
4. Issues/Trends	160.5	15%
All others	40	4%
Total Edit Pages	1045	100%

Primary SRDS Classification No.: 102

Average Ad/Edit Ratio: 48/52

Market Research Available: Contact publisher.

Business Analysis of Circulation
TL —Total
1 —Hospitals
Business Analysis of Circulation
TL —Total
1 —Hospitals
(1-1) —Directors of nursing service
(1-2) —Inservice education
(1-3) —Nursing services—emergency dept.
(1-4) —Nursing services—intensive care
(1-5) —Nursing services—medical/surgical
(1-6) —Nursing services—obstetrics/gynecology/nursery
(1-7) —Nursing services—operating room
(1-8) —Nursing services—outpatient
(1-9) —Nursing services—pediatrics
(1-10)—Nursing services—psychiatric
(1-11)—Nursing services—recovery room
(1-12)—Nurse services—nurse anesthetists
(1-13)—Nursing services—other nursing services
(1-13)—Private duty
(1-15)—Hosp. sdmin.
(1-16)—Hosp. & hosp. libraries
(1-17)—LPN/LVN
(1-18)—Technicians
(1-19)—Central services

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]

1	Nursing '82	545,712
2	RN Magazine	374,830
3	Amer. Jrnl. of Nursing	345,329
	Total	**1,265,871**

[illegible]

1	RN Magazine	9.8
2	Nursing '82	9.8
3	Amer. Jrnl. of Nursing	6.6

[illegible]

1	RN Magazine	33,518
2	Nursing '82	19,827
3	Amer. Jrnl. of Nursing	-24,210
	Total	**29,135**

[illegible]

1	Amer. Jrnl. of Nursing	14.00
2	Nursing '82	13.27
3	RN Magazine	13.04

[illegible]

1	Nursing '82	7,244
2	RN Magazine	4,886
3	Amer. Jrnl. of Nursing	4,835
	Total	**16,965**

[illegible]

1	RN Magazine	8.9
2	Amer. Jrnl. of Nursing	3.2
3	Nursing '82	3.2

2 —Nursing home & extended care facilities
(2-1) —Directors of nursing service
(2-2) —Nursing service
(2-3) —Admin.
(2-4) —Institutions
(2-5) —LPN/LVN
3 —Community health nurses & agencies
(3-1) —Directors of nursing
(3-2) —Agencies
(3-3) —Field nurses
(3-4) —Occupational health nurses & agencies
(3-5) —School nurses
(3-6) —LPN/LVN
4 —Nursing education
(4-1) —Dir. of nursing education
(4-2) —Nurse faculty
(4-3) —Nursing students
(4-4) —Schools of nsg. & their libraries
5 —Other registered nurses
(5-1) —Office nurses
(5-2) —Unclassified nurses
(5-3) —Inactive nurses
6 —Other LPN/LVN
7 —All other
(7-1) —Libraries—public & scholastic
(7-2) —Others allied to the field

T	1	(1-1)	(1-2)	(1-3)	(1-4)	(1-5)
387260	182531	5062	5366	10840	27547	56420
(1-6)	(1-7)	(1-8)	(1-9)	(1-10)	(1-11)	(1-12)
13908	6587	2661	7316	8202	2173	559
(1-13)	(1-14)	(1-15)	(1-16)	(1-17)	(1-18)	(1-19)
16605	6592	790	5539	5872	142	350
2	(2-1)	(2-2)	(2-3)	(2-4)	(2-5)	3
18179	3625	12247	620	392	1295	34020
(3-1)	(3-2)	(3-3)	(3-4)	(3-5)	(3-6)	4
1319	4159	14830	4793	8693	226	68735
(4-1)	(4-2)	(4-3)	(4-4)	5	(5-1)	(5-2)
970	13402	52947	1516	64886	10212	27883
(5-3)	6	7	(7-1)	(7-2)		
26791	1720	17109	6947	10162		

Nursing '82

Intermed Communications, Inc.
1111 Bethlehem Pike
Springhouse, Pennsylvania 19477
(215) 646-8700
Published monthly

Publisher: Warren R. Erhardt
Advertising Director: John E. Kelly
Other Key Contacts: Joseph L. Lyons, National Sales Manager

Editorial Description: Nursing '82 is a skill enrichment journal for practicing nurses. The how-to articles deal with clinical nursing (i.e., patient care and closely related matters). Articles written on assignment by nurses and health professionals chosen for expert knowlede. Manuscripts are previewed and pretested for accuracy and useability by members of the 44 member Editorial and Advisory Boards. Articles are heavily editec for conciseness and readability; profusely illustrated to make technical content palatable. Regular Departments include: Nursing Grand Rounds, Products News for Nurses, Human Problems in Nursing, Drug Update and Consultation.

Member: BPA
Rate Information:
Rates as of rate card No. 16C, dated 1/83.

Freq.	BW	4C
1X	7,480	9,280
6X	6,990	8,790
12X	6,460	8,260

Rate Base: 465,000 as of 1/83.

Special rate cards available: Publisher (text books), Nurse Recruitment

Demographic or regional editions: Hospital demographic edition—220M in all 12 issues.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Recruitment	553	61%
2. Pharm-Demo	95	10%
3. Pharm-F/R	92	10%
4. Personal	93	10%
5. Publishers	52	6%
All Others	30	3%
Total Ad Pages	915	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Clinical Articles	927	100%
Total Edit Pages	927	100%

Primary SRDS Classification No.: 102

Average Ad/Edit Ratio: 50/50

Market Research Available: McGraw-Hill Research, "1983 Universe of Nurses Study," sample: 3500 names, nth random, over 2,332,602 nurses in U.S.

Other Subscriber Research: Subscriber study was included in Universe Study (see above).

RN

Medical Economics Company
(International Thomson)
680 Kinderkamack Road
Oradell, New Jersey 07649
(201) 262-3030
Published monthly

Publisher: Bartlett R. Rhoades
Advertising Director: Paul R. Jaffe
Other Key Contacts: George F. Reber, National Recruitment Advertising Manager

Editorial Description: RN publishes original articles for registered nurses in all nursing specialties. Topics: nursing procedures; clinical techniques; professional, legal, and personal problems; drug information; news. Approximately two-thirds clinical, one-third nonclinical, emphasizing timely events and developments. Special features: Continuing Education Curriculum; What's New in Drugs; Medication Tips; Pick of the New Products; Interaction Update; RN's Instant Refreshers; Advice of Counsel; Drug Therapy Today; Consultation STAT: Letters; Sex Q & A; Sound Off!; etc.

Member: BPA
Rate Information:
Rates as of rate card No. 1983, dated 1/83.

Freq.	BW	4C
1X	5,225	6,820
6X	4,925	6,520
12X	4,595	6,190

Rate Base: 375,000 as of 1/1/83.

Advertising Data:
- 57% of all advertising space is full page ads.
- 34% of all space is run in full color.
- 100 advertisers placed 1/6 pg. or more in 1982.
- 69 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Professional Healthcare Network (Medical Economics, RN, Drug Topics).

Special rate cards available: Recruitment rates.

Demographic or regional editions: (1) Hospital Edition—200,000 hospital based nurses (2) Management Edition: 75,000 nurse managers and supervisors.

(continued on page 654)

Figures are FOLIO estimates for the calendar year 1982.

[illegible]	
1 Oil & Gas Journal	6,297
2 World Oil	2,151
3 Hydrocarbon Process.	1,976
4 Petrol. Engineer Intl.	1,727
5 Offshore	1,543
Total	**13,694**

[illegible]	
1 World Oil	0.7
2 Petrol. Engineer Intl.	-1.8
3 Offshore	-12.8
4 Oil & Gas Journal	-15.0
5 Hydrocarbon Process.	-18.0

[illegible]	
1 World Oil	-15
2 Petrol. Engineer Intl.	-32
3 Offshore	-227
4 Hydrocarbon Process.	-435
5 Oil & Gas Journal	-1,109
Total	**-1,818**

[illegible]	
1 Hydrocarbon Process.	165
2 World Oil	154
3 Oil & Gas Journal	121
4 Petrol. Engineer Intl.	115
5 Offshore	110

[illegible]	
1 Oil & Gas Journal	19,894
2 Hydrocarbon Process.	5,802
3 World Oil	5,363
4 Petrol. Engineer Intl.	4,716
5 Offshore	3,949
Total	**39,724**

[illegible]	
1 Petrol. Engineer Intl.	14.8
2 World Oil	6.7
3 Offshore	-1.3
4 Oil & Gas Journal	-2.2
5 Hydrocarbon Process.	-12.3

[illegible]	
1 Petrol. Engineer Intl.	607
2 World Oil	339
3 Offshore	-50
4 Oil & Gas Journal	-456
5 Hydrocarbon Process.	-814
Total	**-374**

[illegible]	
1 Hydrocarbon Process.	13.11
2 Offshore	12.43
3 Petrol. Engineer Intl.	10.19
4 World Oil	9.52
5 Oil & Gas Journal	5.93

[illegible]	
1 Oil & Gas Journal	64,541
2 World Oil	40,233
3 Hydrocarbon Process.	36,870
4 Petrol. Engineer Intl.	30,066
5 Offshore	22,685
Total	**194,395**

[illegible]	
1 Oil & Gas Journal	4.7
2 Offshore	2.3
3 Hydrocarbon Process.	1.7
4 World Oil	0.7
5 Petrol. Engineer Intl.	0.6

[illegible]	
1 Oil & Gas Journal	2,917
2 Hydrocarbon Process.	620
3 Offshore	507
4 Petrol. Engineer Intl.	197
5 World Oil	-299
Total	**3,942**

[illegible]	
1 Hydrocarbon Process.	0.72
2 Oil & Gas Journal	0.56
3 Petrol. Engineer Intl.	0.28
4 World Oil	0.14
5 Offshore	0.00

[illegible]	
1 Oil & Gas Journal	21,761
2 Hydrocarbon Process.	6,120
3 World Oil	5,443
4 Petrol. Engineer Intl.	4,845
5 Offshore	3,949
Total	**42,118**

[illegible]	
1 Petrol. Engineer Intl.	13.2
2 World Oil	6.3
3 Offshore	-1.3
4 Oil & Gas Journal	-2.5
5 Hydrocarbon Process.	-11.5

[illegible]	
1 World Oil	253
2 Oil & Gas Journal	222
3 Petrol. Engineer Intl.	194
4 Hydrocarbon Process.	n.e.*
5 Offshore	n.e.*

[illegible]	
1 Oil & Gas Journal	101
2 World Oil	99
3 Petrol. Engineer Intl.	79
4 Hydrocarbon Process.	n.e.*
5 Offshore	n.e.*

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Drilling, Drilling Contractor, Journal of Petroleum Technology, National Petroleum News, Ocean Industry, Oil & Gas Digest, Oil Daily, Oil Gas & Petrochem Equipment, Oil Patch, Pacific Oil World, Petroleum Equipment, Petrochemical Equipment News, Petroleum Engineer International, Pipeline, Pipeline Industry, Pipeline and Gas Journal, Pipeline Digest, Well Servicing, Western Oil Reporter* and approximately 20 non-audited magazines that accept advertising.

Hydrocarbon Processing

Gulf Publishing Co.
P.O. Box 2608
3301 Allen Parkway
Houston, Texas 77001
(713) 529-4301
Published monthly

Other Key Contacts: George Skelton, Vice President Sales

Editorial Description: Hydrocarbon Processing is edited for people in the worldwide Hydrocarbon Processing Industry, (oil, petrochemical, gas and synfuel plants). These include personnel who are employed both by operating companies and engineer-constructor firms. Annual editorial content averages: News, 24.4%; Management Guidelines 15.6%; Technical and Economic, 60.0%. Regular features are: HP Impact, Who's Building, Construction Boxscore, New Developments in Products and Services.

Member: ABC, ABP

Offshore

PennWell Publishing Co.
1421 Sheridan
P.O. Box 1260
Tulsa, Oklahoma 74101
(918) 835-3161
Published 14 times a year

Publisher: George O. Ruppert

Editorial Description: Offshore services the domestic and international oil industry in its marine operations, engineering and technology. These include exploration, drilling, production, transportation (including submerged pipeline, marine, and air), marine and underwater engineering, and communications, marine and submarine engineering, design and construction, special services and supporting facilities, research in oceanography, meteorology, and equipment manufacturing.

Member: BPA, ABP

Business Analysis of Circulation

1 —Cos. & contrs. involved in exploration, drilling, producing, pipelining, processing in the oil & gas industry.
2 —Eng.-design-constr., shipbuilding, oceanography, underwater mining, marine research & marine services.
3 —Oilwell services, equip. mftrs. & supply cos.
ST —Sub Total.
4 —Financial & insurance.
5 —Assocs., libraries, govt. agencies (state & fed.) & educational (incl. students) & others allied to field.
TL —TOTAL

TL. Total Companies' administrative, executives, mgmt., A. directors & purchasing agents B. Engineers C. Supervisors Scientists, geologists & other titled pers. D. non-titled pers.

	TL	A	B	C	D
1 —	15480	5164	5542	2811	1963
2 —	5398	2684	1972	391	351
3 —	1355	909	296	39	111
ST —	22233	8757	7810	3241	2425
4 —	181	—	—	—	
5 —	377	—	—	—	
TL —	22791	—	—	—	

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]	
1 Oil & Gas Journal	64,541
2 Hydrocarbon Process.	32,788
3 Petrol. Engineer Intl.	11,681
4 World Oil	6,638
5 Offshore	n.e.*
Total	**115,648**

[illegible]	
1 Oil & Gas Journal	4.7
2 Hydrocarbon Process.	1.8
3 Offshore	0.0
4 World Oil	-14.9
5 Petrol. Engineer Intl.	-24.2

[illegible]	
1 Oil & Gas Journal	2,917
2 Hydrocarbon Process.	574
3 Offshore	0
4 World Oil	-1,162
5 Petrol. Engineer Intl.	-3,721
Total	**-1,392**

[illegible]	
1 Oil & Gas Journal	28.93
2 World Oil	12.00
3 Petrol. Engineer Intl.	11.09
4 Hydrocarbon Process.	9.72
5 Offshore	0.00

[illegible]	
1 Oil & Gas Journal	1,867
2 Hydrocarbon Process.	319
3 Petrol. Engineer Intl.	130
4 World Oil	80
5 Offshore	n.e.*
Total	**2,396**

[illegible]	
1 Hydrocarbon Process.	5.2
2 Offshore	0.0
3 Oil & Gas Journal	-4.8
4 World Oil	-15.3
5 Petrol. Engineer Intl.	-24.3

*n.e. = not estimated

Oil & Gas Journal

PennWell Publishing Co.
1421 South Sheridan Road
Tulsa, Oklahoma 74112
(918) 835-3161
Published weekly

Publisher: L. John Ford
Other Key Contacts: Tom Terrell, Sales Manager-East; John Spears, Sales Manager-West

Editorial Description: Oil & Gas Journal is edited for operating and management personnel of oil and gas companies worldwide. Operating people from managers to foremen are included. News articles give weekly information and detailed interpretation of world developments. Feature articles deal with technology, politics, operation, economics, finance, and industry surveys. Petroleum industry divisions covered: exploration, drilling, producing, pipelining, transportation, gas processing, refining, petrochemical, marketing and all LNG/SNG activities. Special features: Four-page newsletter, Letters to the Editor, editorial, Washington and Worldwide columns, new equipment, new literature, statistics, exploration highlights, and industry and supply company personals.

Member: ABC, ABP

Rate Information:
Rates as of rate card No. 33, dated 8/1/82.

Freq.	BW	4C
1X	2,950	4,075
6X	2,730	3,855
13X	2,625	3,750

Rate Base: 62,000 as of 11/82.

Top 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Display	5,562	88%
2. Classified	735	12%
Total Ad Pages	6,297	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. News	1,414	27%
2. Engineering	1,269	24%
3. Special Reports	734	14%
4. Exploration	572	11%
5. Stats	108	2%
All others	1,166	22%
Total Edit Pages	5,263	100%

Primary SRDS Classification No.: 111
Average Ad/Edit Ratio: 55/45
Market Research Available: 1. "1983 Market Data Guide," conducted by OGJ's editorial staff forecasting industry activity/spending for coming year. 2. "Publication Readership & Duplication in the Petroleum Industry," conducted by Erdos & Morgan Inc, NYC over customer lists of 9 major petroleum industry suppliers.
Other Subscriber Research: OGJ Reader Profile Study," conducted by Wellding, Minton & Vanderslice (Tulsa) in mid 1982 over "N + H" selection of subscribers detailing degree of purchase/use of airlines, automobiles, financial services, etc.
Business Analysis of Circulation

1 —Producing (incl. drilling).
2 —Producing & refining.
3 —Producing & natural gas processing.
4 —Producing & pipe line.
5 —Producing, pipe lines, refining & natural gas processing.
6 —Producing, pipe line & natural gas processing.
7 —Pipe line.
8 —Pipe line & natural gas processing.
9 —Refining (incl. petrochemical).
10 —Natural gas processing.
11 —Petrochemical (chemicals mftrd. from hydrocarbon feedstocks).
12 —Chemical (chemicals mftrd. from other than hydrocarbon feedstocks).
13 —Marketing.
ST —Subtotal.
14 —Equipment mftrs., suply dirs. & service cos.
14-1 —Equipment manufacturers.
14-2 —Supply cos. & supply stores.
14-3 —Service companies.
15 —Financial
15-1 —Banks, trust cos & insurance cos.
15-2 —Security dirs., investment houses & investment counselors.
15-3 —Lease, land & royalty owners & other investors.
16 —Miscellaneous.
16-1 —Associations & libraries.
16-2 —Gov't agencies, employees (state & federal).
16-3 —Education (colleges, professors & students).
16-4 —Other.
17 —Awaiting classification by business & industry.
TL —Total

TL. Total A. Subscriptions in co. name B. Co. officials, dirs., mgrs. C. Land, lease & legal depts., incl. scouts D. Contractors-drilling, pipe line & refinery E. Engineers F. Supts. G. Foreman H. Ind. producers I. Chemists & geologists J. Purchasing agents K. Field, plant & misc. workers L. Awaiting class. by title & occupation

	TL	A	B	C	D	E	F
1—	30318	478	10768	997	1250	6865	1756
2—	338	46	167	4	—	89	8
3—	550	46	207	10	—	180	79
4—	638	10	313	7	—	242	38
5—	1825	249	814	65	—	494	53
6—	316	14	148	7	—	97	25
7—	4238	136	1237	22	642	1226	690
8—	114	5	38	—	—	57	13
9—	5951	399	1113	5	908	2860	345
10—	1199	53	292	3	46	453	253
11—	1791	295	488	6	2	798	79
12—	246	47	111	—	—	61	5
13—	2058	47	1450	5	—	296	37
ST—	49582	1825	17146	1131	2848	13718	3381
14—	6337	—	—	—	—	—	—
14-1—	1829	—	—	—	—	—	—
14-2	2919	—	—	—	—	—	—
14-3—	1589	—	—	—	—	—	—
15—	2330	—	—	—	—	—	—
15-1	849	—	—	—	—	—	—
15-2—	1332	—	—	—	—	—	—
15-3—	149	—	—	—	—	—	—
16—	5758	—	—	—	—	—	—
16-1—	3619	—	—	—	—	—	—
16-2	493	—	—	—	—	—	—
16-3—	268	—	—	—	—	—	—
16-4—	1378	—	—	—	—	—	—
17—	1	—	—	—	—	—	—
TL—	64008	—	—	—	—	—	—

	G	H	I	J	K	L
1—	471	3017	3900	23	725	68
2—	—	—	1	—	19	4
3—	5	—	1	4	13	5
4—	11	—	1	2	11	3
5—	8	—	2	7	115	18
6—	2	—	4	2	16	1
7—	134	—	7	8	119	17
8—	1	—	—	—	—	—
9—	89	—	42	7	162	21
10—	51	—	4	1	34	9
11—	9	—	34	7	53	20
12—	4	—	8	1	9	—
13—	2	1	5	1	209	5
ST—	787	3018	4009	63	1485	171
14—	—	—	—	—	—	—
14-2—	—	—	—	—	—	—
14-2—	—	—	—	—	—	—
14-3—	—	—	—	—	—	—
15—	—	—	—	—	—	—
15-1—	—	—	—	—	—	—
15-2—	—	—	—	—	—	—
15-3—	—	—	—	—	—	—
16—	—	—	—	—	—	—
16-1—	—	—	—	—	—	—
16-2—	—	—	—	—	—	—
16-3—	—	—	—	—	—	—
16-4—	—	—	—	—	—	—
17—	—	—	—	—	—	—
TL—	—	—				

(continued on page 657)

Figures are FOLIO estimates for the calendar year 1982.

Plant operation & engineering (including electrical engineering)

[illegible]	
1 Plant Engineering	2,576
2 Power	1,404
3 Elec. Constr. & Maint.	1,180
Total	**5,160**

[illegible]	
1 Power	0.0
2 Elec. Constr. & Maint.	-12.8
3 Plant Engineering	-18.8

[illegible]	
1 Power	-13
2 Elec. Constr. & Maint.	-173
3 Plant Engineering	-597
Total	**-783**

[illegible]	
1 Power	114
2 Plant Engineering	99
3 Elec. Constr. & Maint.	91

[illegible]	
1 Plant Engineering	12,714
2 Elec. Constr. & Maint.	5,740
3 Power	4,606
Total	**23,060**

[illegible]	
1 Power	6.1
2 Elec. Constr. & Maint.	1.4
3 Plant Engineering	-9.6

[illegible]	
1 Power	172
2 Elec. Constr. & Maint.	78
3 Plant Engineering	-1,347
Total	**-1,097**

[illegible]	
1 Power	8.72
2 Elec. Constr. & Maint.	5.97
3 Plant Engineering	4.97

[illegible]	
1 Plant Engineering	100,437
2 Elec. Constr. & Maint.	74,022
3 Power	54,900
Total	**229,359**

[illegible]	
1 Power	6.0
2 Plant Engineering	2.0
3 Elec. Constr. & Maint.	0.7

[illegible]	
1 Power	2,200
2 Plant Engineering	1,958
3 Elec. Constr. & Maint.	547
Total	**4,705**

[illegible]	
1 Elec. Constr. & Maint.	1.23
2 Power	0.79
3 Plant Engineering	0.00

[illegible]	
1 Plant Engineering	12,714
2 Elec. Constr. & Maint.	6,924
3 Power	5,258
Total	**24,896**

[illegible]	
1 Elec. Constr. & Maint.	2.4
2 Power	1.0
3 Plant Engineering	-9.6

[illegible]	
1 Power	207
2 Plant Engineering	152
3 Elec. Constr. & Maint.	144

[illegible]	
1 Power	93
2 Elec. Constr. & Maint.	53
3 Plant Engineering	53

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market, but did not have sufficient 1982 total revenue (ad revenue plus circulation revenue) to qualify for the 400, include the following audited magazines: *Industrial Engineering, Industrial Maintenance and Plant Operation, Plant Services* and *Plant Systems and Equipment.*

EC&M

McGraw-Hill Inc.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-3081
Published monthly

Publisher: Jerry S. Ryan
Advertising Director: D. LeRoy Culver

Editorial Description: Electrical Construction & Maintenance is edited for electrical contractors, electrical consultants and in-plant supervisory personnel. Provides technical data about the design, construction, modernization, operation and maintenance of electrical systems. Feature articles (56%) cover reports of current practice principally in technology, also organization and management. Includes state-of-the-art design, lighting, heating, etc. Departments include New Products (9%), News of the industry (6%), Practical Methods, Code Forum, Reader's Quiz (29%).

Member: ABC
Rate Information:
Rates as of rate card dated 1/83.

Freq.	BW	4C
1X	4,295	5,670
7X	4,095	5,470
13X	3,835	5,210

Rate Base: 73,500

Advertising Data:
•8.4% of all advertising space is full page ads.
•71% of all space is run in full color.
•88 advertisers placed 1/6 pg. or more in 1982.
•80 advertisers ran 6X or more in 1982.

Primary SRDS Classification No.: 39

Average Ad/Edit Ratio: 64/36

Other Subscriber Research: 1981/82 EC&M Brand Preference Study; conducted by EC&M: over 850 subscribers; 70 product categories. 1977/80/81 Subscriber profiles; conducted by EC&M: 700-850 subscribers; questions on types of electrical work done.

Business Analysis of Circulation
TL —Total.
1 —Electrical contrs.—commercial, industrial & residential & their employees.
2 —Chief electricians, electrical engrs., plant engrs., subscriptions in co. name, corporate execs. & pers. other than sales, in mfg., non-manufacturing & service industries.
3 —Consulting electrical engrs.—eng. firms, electrical engrs., mgrs. & execs. in consulting eng. & architectural firms, gen. contrs. & gov't power & lighting sales engrs. in electric utilities, electrical inspectors.
4 —Electrical apparatus repair & service shops, owners & employees.
5 —Electrical wholesalers, mfrs.' agents, subscriptions in co. name, corporate execs. & sales pers. in electrical mfg. firms.
6 —Public libraries, univs., colleges, schools & assocs.
7 —Miscellaneous.
8 —Awaiting classification.

TL	1	2	3	4	5	6	7	8
74287	33838	26802	11068	408	769	641	752	9

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]

1 Elec. Constr. & Maint.	74,022
2 Power	41,750
3 Plant Engineering	0
Total	115,772

[illegible]

1 Elec. Constr. & Maint.	0.7
2 Plant Engineering	0.0
3 Power	-18.8

[illegible]

1 Elec. Constr. & Maint.	547
2 Plant Engineering	0
3 Power	-9,661
Total	-9,114

[illegible]

1 Elec. Constr. & Maint.	16.00
2 Power	10.01
3 Plant Engineering	0.00

[illegible]

1 Elec. Constr. & Maint.	1,184
2 Power	652
3 Plant Engineering	0
Total	1,836

[illegible]

1 Elec. Constr. & Maint.	7.5
2 Plant Engineering	0.0
3 Power	-3.1

Plant Engineering

Technical Publishing
a company of the Dun & Bradstreet Corporation
1301 S. Grove Avenue
Barrington, IL 60010
(312)-381-1840
Published Bi-weekly

Publisher: John T. Dix
Other Key Contacts: Chuck Minor, Sales Manager

Editorial Description: Plant Engineering is edited for those responsible for designing, specifying, building, installing, operating, and maintaining the physical facilities, and related systems, equipment, and services, of the industrial plant. Problem-solution articles cover electrical equipment and systems; heating, ventilation, air conditioning; pumps, compressors, piping, and valves; mechanical power transmission; material handling; plant and equipment maintenance; construction; pollution control; safety, fire protection, employee facilities; lighting, instruments and controls; protective coatings; lubrication; industrial fuels; tools, fastening, joining processes; insulation, and energy conservation. Other articles cover plant engineering management and organization. Special features: News briefs; Human Side of Engineering; New Equipment; Manufacturers literature.

Member: BPA and ABC
Rate Information:
Rates as of rate card dated January '83

Freq.	BW	4C
1X	5180	6430
7X	4825	6025
13X	4550	5700

Networks or combination buys through which publication is available: TPC Ad-Vantage Program—Industrial Group. Combination frequency plan with Plant Engineering, Purchasing-World, Control Engineering, Consulting Engineer & Industrial Research & Development magazines.

Demographic or regional editions: Regional Editions covering Eastern, Midwest, Southern and Western markets.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Electrical	408	16%
2. Material Handling	279	11%
3. Piping, Valves & Fit.	240	9%
4. Pumps, Compressors	195	8%
5. Mech. Power Trans.	192	7%
All Others	1262	49%
Total Ad Pages	2576	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Feature Articles	734	52.9%
2. Industry News	74	5.4%
3. New Products/Lit.	251	18.1%
4. Feature Depts.	128	9.2%
5. Regular Depts.	74	5.4%
All others	126	9.0%
Total Edit Pages	1387	100.0%

Primary SRDS Classification No.: 113B

Average Ad/Edit Ratio: 65/35

Market Research Available: Brand Preference Studies and Product Studies on major market segments are available.

Other Subscriber Research: Profile of the Plant Engineer, Technical Publishing, sample size: 1500. Reading Habits Survey, Technical Publishing, Sample Size: 700

Business Analysis of Circulation
* — Other SIC groups—each group less than 1% of the total
TL —Total
SIC. TL. Total A. Manage all plant eng. & maintenance B. Supervise sub-group within plant eng. and/or maintenance C. Provide staff or consulting service to plant eng.and/or maintenance D. Manage other operations in addition to plant eng. and/or maintenance E. Other F. Plant engrs. with function not identified.

SIC	TL	A	B	C	D	E	F
10-14—	1740	417	602	381	340	—	—
15-17—	2088	421	432	764	471	—	—
20—	6294	2717	1362	1080	1131	3	1
21—	272	78	76	78	40	—	—
22—	2418	1198	444	359	417	—	—
23—	1327	703	147	95	382	—	—
24—	1622	718	283	176	445	—	—
25—	1514	702	213	182	417	—	1
26—	4570	1533	1274	1011	750	2	—
27—	1855	862	332	183	477	1	—
28—	11357	2559	3271	3858	1662	5	1
29—	2016	431	615	677	292	1	—
30—	3414	1341	706	643	724	—	—
31—	522	269	70	39	144	—	—
32—	3650	1279	772	836	763	—	—
33—	7347	2115	2443	1621	1165	3	—
34—	7977	3210	1280	1340	2147	—	—
35—	10631	3709	1896	2386	2634	6	—
36—	8219	2789	1590	2065	1767	7	1
37—	5202	1419	1460	1433	887	3	—
38—	2752	946	570	638	598	—	—
39—	1431	661	189	166	415	—	1
89—	9135	761	734	7043	597	—	—
*—	5155	2272	1098	6100	1175	—	—
TL—	102508	33110	21859	27664	19841	31	3

Power

McGraw-Hill Publications
1221 Avenue of the Americas
New York, New York 10020
(212) 997-3311
Published monthly

Publisher: John E. Slater
Other Key Contacts: Nicholas P. Andes, Director Marketing Services & Circulation Promotion

Editorial Description: Power magazine is edited for mechanical, electrical and nuclear engineers in the total power market—utilities, process and manufacturing industries, service complexes, plus the consulting engineering firms working in the power technology, they are responsible for the design, construction, operations and maintenance of equipment and systems involved in power generation plus the process, control and supply of energy in its many forms—electricity, steam, water, compression air/gases. Editorial is grouped into these subject areas dealing with power technology; energy conservation; steam generation, air, gas, and liquid handling; heating and cooling; engines, turbines, generators; plant electric systems; instrumentation and control; maintenance and lubrication; environmental management.

Member: ABC

(continued on page 654)

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]		
1	Machine Design	3,667
2	Design News	3,377
3	Control Engineering	1,355
4	Product Design & Dev.	n.e.*
	Total	**8,399**

[illegible]		
1	Control Engineering	-1.7
2	Design News	-7.8
3	Machine Design	-12.0
4	Product Design & Dev.	n.e.*

[illegible]		
1	Control Engineering	-23
2	Design News	-287
3	Machine Design	-502
4	Product Design & Dev.	n.e.*
	Total	**-812**

[illegible]		
1	Design News	141
2	Machine Design	131
3	Control Engineering	113
4	Product Design & Dev.	n.e.*

[illegible]		
1	Machine Design	16,500
2	Design News	13,143
3	Control Engineering	4,848
4	Product Design & Dev.	4,400
	Total	**38,891**

[illegible]		
1	Control Engineering	12.8
2	Design News	3.3
3	Product Design & Dev.	0.0
4	Machine Design	-12.0

[illegible]		
1	Control Engineering	549
2	Design News	418
3	Product Design & Dev.	0
4	Machine Design	-2,056
	Total	**-1,089**

[illegible]		
1	Control Engineering	4.96
2	Design News	3.50
3	Machine Design	3.26
4	Product Design & Dev.	2.42

[illegible]		
1	Machine Design	165,416
2	Design News	156,492
3	Product Design & Dev.	151,262
4	Control Engineering	81,514
	Total	**554,684**

[illegible]		
1	Control Engineering	2.5
2	Design News	0.6
3	Product Design & Dev.	0.0
4	Machine Design	-0.1

[illegible]		
1	Control Engineering	1,959
2	Design News	939
3	Product Design & Dev.	66
4	Machine Design	-214
	Total	**2,750**

[illegible]		
1	Control Engineering	0.10
2	Design News	0.00
3	Machine Design	0.00
4	Product Design & Dev.	0.00

[illegible]		
1	Machine Design	16,500
2	Design News	13,143
3	Control Engineering	4,497
4	Product Design & Dev.	4,400
	Total	**38,540**

[illegible]		
1	Control Engineering	12.4
2	Design News	3.3
3	Product Design & Dev.	0.0
4	Machine Design	-12.0

[illegible]		
1	Machine Design	223
2	Control Engineering	173
3	Design News	n.e.*
4	Product Design & Dev.	n.e.*

[illegible]		
1	Machine Design	92
2	Control Engineering	60
3	Design News	n.e.*
4	Product Design & Dev.	n.e.*

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market but did not have sufficient 1982 total revenue to qualify for the 400, include the following audited magazines: *Agricultural Engineering, Designfax, Design Graphics World, Plastics Design Forum, Sound and Vibration*; and approximately 2 non-audited magazines that accept advertising.

Control Engineering

Technical Publishing, a company of the
Dun & Bradstreet Corporation
1301 South Grove Avenue
Barrington, Illinois 60010
(312) 381-1840
Published monthly

Publisher: Thomas H. Barry

Other Key Contacts: Ciro Buttacavoli, Associate Publisher

Editorial Description: Control Engineering is edited for engineers who design, develop, and apply control and instrumentation systems. Coverage is of a technical "how-to" nature. The publication informs control engineers of automatic control and data-handling systems through the practical application of instrumentation and new analytical and systems design techniques. Problems in the processing industries, machinery and manufacturing, aerospace, and other fields are treated in depth. Emphasis is on the exchange of information between industries that utilize control techniques, instrumentation and data handling.

Member: BPA

Rate Information:

Rates as of rate card No. 20, dated January '83

Freq.	BW	4C
1X	$3840	$4690
6X	3615	4465
12X	3340	4190

Networks or combination buys through which publication is available: TPC Ad-Vantage Program

Demographic or regional editions: International Edition to 2600 paid foreign subscribers monthly, plus approximately 2000 control engineers in U.S. engineering & construction firm who buy control systems, worldwide.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Program. Controllers	142	10.5%
2. Computers	141	10.4%
3. Packaged Con. Sys.	84	6.2%
4. Date Acquisition	77	5.7%
5. Varia. Pro. Control	65	4.8%
All Others	846	62.4%
Total Ad Pages	1355	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Feature Articles	330	45.8%
2. Industry News	78	10.8%
3. New Products	194	26.9%
4. Regular Depts.	24	3.3%
All others	95	13.2%
Total Edit Pages	721	100%

Primary SRDS Classification No.: 34

Average Ad/Edit Ratio: 64/36

Market Research Available: 1982 Purchasing Study, Technical Publishing, sample size: 1070

Other Subscriber Research: Reader Profile Study, 1982, Technical Publishing, sample size: 900 Survey of Computer Peripheral Market, Technical Publishing, sample size: 990

Business Analysis of Circulation:

1 —Raw materials processing industries.
2 —Mfgs. of machinery and equip. for mfg. and service industries.
3 —Aircraft, guided missile and ordnance mfrs.
4 —Instrumentation and control equip. mfrs.
5 —Other transportation equip. mfrs.
6 —Other fabricated metal & misc. mfrs.
7 —Utility services, electric, gas, water works & sewage plants.

Figures are FOLIO estimates for the calendar year 1982.

1	Control Engineering	2,481
2	Design News	0
3	Machine Design	0
4	Product Design & Dev.	0
	Total	2,481

1	Design News	0.0
2	Machine Design	0.0
3	Product Design & Dev.	0.0
4	Control Engineering	-3.6

1	Design News	0
2	Machine Design	0
3	Product Design & Dev.	0
4	Control Engineering	-92
	Total	-92

1	Control Engineering	40.00
2	Design News	0.00
3	Machine Design	0.00
4	Product Design & Dev.	0.00

1	Control Engineering	99
2	Design News	0
3	Machine Design	0
4	Product Design & Dev.	0
	Total	99

1	Design News	0.0
2	Machine Design	0.0
3	Product Design & Dev.	0.0
4	Control Engineering	-3.7

8 —Transportation and communication incl. railroad, airlines, shipping, telephone & telegraph, piplines.
9 —Engineering construction firms.
10 —Research & development firms.
11 —Government & military.
12 —Instrument & control apparatus sales & services organizations.
13 —Education: university & school libraries, depts. & libraries, research.
14 —Libraries; public.
15 —Other industries not classified above.
TL —Total

TL. Total A. General or corporate mgmt. B. Product design eng. incl. applied research & development C. Systems Design Eng. incl. applied research & development D. Production eng.: process or mfg. E. Evaluation quality control, standards, reliability, test eng F. Basic research. G. Operations & maintenance. H. Purchasing & procurement. I. Education. J. Other qualified pers. K. Libraries & co. copies. L. Foreign.

	TL	A	B	C	D	E	F
1 —	24198	2076	1726	6078	6745	1257	503
2 —	14445	2073	4227	3878	2035	1023	110
3 —	2995	168	592	1446	329	467	35
4 —	13467	2272	3895	3953	1414	951	83
5 —	1696	134	268	442	374	181	22
6 —	5228	702	1226	1238	1064	327	39
7 —	4640	477	60	1301	301	493	16
8 —	638	79	45	217	47	42	2
9 —	7734	1020	707	4468	532	281	27
10 —	2813	234	417	1171	136	210	290
11 —	1018	78	48	378	18	122	68
12 —	1123	288	108	416	77	53	3
13 —	1231	17	22	66	2	10	45
14 —	101	—	—	—	—	—	—
15 --	185	33	14	34	13	8	1
TL —	81510	9651	13355	24786	13087	5425	1244

	G	H	I	J	K	L
1 —	4791	27	19	290	164	522
2 —	602	70	30	139	85	236
3 —	138	2	3	18	45	50
4 —	323	6	31	181	89	269
5 —	204	1	4	13	18	35
6 —	474	2	5	49	34	68
7 —	1762	8	15	64	35	108
8 —	168	—	1	6	6	25
9 —	180	13	11	286	62	147
10 —	89	—	5	33	53	175
11 —	92	1	2	16	47	148
12 —	56	3	6	47	2	64
13 —	24	—	394	4	960	551
14 —	—	—	—	—	66	35
15 -	10	—	2	7	—	63
TL —	8913	70	528	1153	802	2496

Design News

Cahners Publishing Company
221 Columbus Avenue
Boston, Massachusetts 02116
(617) 536-7780
Published 24 times a year

Publisher: Ned Johnson
Advertising Director: Nicole M. Borden

Editorial Description: Design News is a news and idea magazine for design engineers and design engineering management in the original equipment market. Design News, in graphic form, presents editorial concentrated on solutions to current job-related design problems in the principal areas of design activity: mechanical, electrical, electronic, materials, and fluid Power design problems.

Member: BPA
Rate Information:
Rates as of rate card No. 38, dated 1/83

Freq.	BW	4C
1X	4,500	5,765
6X	4,260	5,525
12X	4,200	5,395

Demographic or regional editions: 5 demographic editions sent to audited specifiers of: Materials, Fluid Power, Power Transmission, Fastening, Electrical/Electronic.

Primary SRDS Classification No.: 120

Market Research Available: Design News' Product Awareness Study; Design News' Specifying Practices Study; Design News' Catalog Availability Study; Design News' Automotive Study; Cahners Advertising Research Reports.

Business Analysis of Circulation
TL —Total
SIC. TL. Total A. Design eng. staff—prod. or system design eng B. Design eng staff—design of equip. for in-plant use C. Design eng. staff—research & development D. Design eng. staff—testing, reliability, assurance, quality control & standards E. Design eng. staff—other design eng F. Eng. mgmt

SIC	TL	A	B	C	D	E	F
34—	15646	4799	2473	1627	1206	593	4948
35—	50728	22577	5209	5672	4480	1690	11100
36—	41785	17360	4969	5055	4613	1450	8338
37—	29504	11148	3086	4094	3558	1650	5958
38—	15979	7253	1976	2542	1500	462	3246
39—	3083	589	319	261	140	70	704
TL—	156725	62726	18032	19251	15497	5925	34294

Machine Design

Penton/IPC
Penton Plaza
Cleveland, Ohio 44114
(216) 696-7000
Published 28 times a year

Publisher: Robert Z. Chew, Jr.
Other Key Contacts: Irene Maciag, Advertising Service Manager; Donald R. Buckner, Sales Manager

Editorial Description: Machine Design is written and edited for the individuals who perform a design engineering function. It provides technical information in the following areas: (1) Design and development, how-to, in-depth technical articles; (2) Current technical news coverage; (3) Ideas, examples of how someone else solved a design problem; (4) Personal, professional and management information; and (5) Commercial assistance by means of new product announcements and manufacturers literature listings.

Member: BPA, ABP, MCC
Rate Information:
Rates as of rate card dated 1/1/83.

Freq.	BW	4C
1X	4,504	5.864
6X	25,403	32,[illegible]21
12X	49,184	64,035

Rate Base: 162,000 as of 11/82.

Networks or combination buys through which publication is available: Management Personal Time.

Demographic or regional editions: A/B split and regionals (inserts only).

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Electrical & Electronics	1,180	28.3%
2. Materials	746	17.9%
3. Fluid Power	736	17.7%
4. Mechanical	652	15.6%
5. Assembly Components	431	10.3%
All Others	424	10.2%
Total Ad Pages	4,169	100%

(continued on page 653)

Figures are FOLIO estimates for the calendar year 1982.

[illegible]

[illegible]	
1 Indust. Res. & Dev.	1,553
2 Science	1,385
3 Laboratory Equip.	1,361
Total	**4,299**

[illegible]	
1 Laboratory Equip.	4.9
2 Science	-2.3
3 Indust. Res. & Dev.	-4.0

[illegible]	
1 Laboratory Equip.	64
2 Science	-33
3 Indust. Res. & Dev.	-65
Total	**-34**

[illegible]	
1 Indust. Res. & Dev.	129
2 Laboratory Equip.	113
3 Science	27

[illegible]	
1 Science	6,725
2 Indust. Res. & Dev.	6,361
3 Laboratory Equip.	3,832
Total	**16,918**

[illegible]	
1 Laboratory Equip.	15.4
2 Science	7.8
3 Indust. Res. & Dev.	6.8

[illegible]	
1 Laboratory Equip.	512
2 Science	484
3 Indust. Res. & Dev.	404
Total	**1,400**

[illegible]	
1 Indust. Res. & Dev.	4.95
2 Laboratory Equip.	3.96
3 Science	0.82

[illegible]	
1 Science	157,658
2 Indust. Res. & Dev.	107,101
3 Laboratory Equip.	80,575
Total	**345,334**

[illegible]	
1 Indust. Res. & Dev.	1.2
2 Laboratory Equip.	0.1
3 Science	-0.3

[illegible]	
1 Indust. Res. & Dev.	1,218
2 Laboratory Equip.	78
3 Science	-496
Total	**800**

[illegible]	
1 Science	0.94
2 Indust. Res. & Dev.	0.00
3 Laboratory Equip.	0.00

[illegible]	
1 Science	14,451
2 Indust. Res. & Dev.	6,361
3 Laboratory Equip.	3,832
Total	**24,644**

[illegible]	
1 Science	49.9
2 Laboratory Equip.	15.4
3 Indust. Res. & Dev.	6.8

[illegible]	
1 Indust. Res. & Dev.	205
2 Science	107
3 Laboratory Equip.	n.e.*

[illegible]	
1 Science	80
2 Indust. Res. & Dev.	76
3 Laboratory Equip.	n.e.*

*n.e. = not estimated

Magazine Profiles

Magazines listed above are from the Folio 400. Other magazines that might otherwise be included in this market but did not have sufficient 1982 total revenue to qualify for the 400, include the following audited magazines: *American Laboratory, American Scientist, Analytical Chemistry, Biomedical Products, Computer, Geotimes, Industrial Hygiene News* and approximately 45 non-audited magazines that accept advertising.

Industrial Research & Development

Technical Publishing
1301 South Grove Avenue
Barrington, Illinois 60010
(312) 381-1840
Published monthly

Publisher & Advertising Director: Tim Kelly

Editorial Description: Industrial Research & Development is an interdisciplinary publication edited for scientists, engineers and administrators engaged in applied research and development. Its news stories and articles report on timely, significant and useful laboratory advances in instruments and techniques.

Member: ABP, BPA

Rate Information:

Rates as of rate card dated 1/83.

Freq.	BW	4C
1X	3,995	4,960
7X	3,885	4,850
13X	3,720	4,685

Rate Base: 107,103 as of 6/82.

Networks or combination buys through which publication is available: TPC Ad-vantage '83—Industrial Group.

Demographic or regional editions: International demographic available every other issue starting with January.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Lab Equip./Supplies	423	28.0%
2. Lab Analysis/Instru.	344	22.8%
3. Computers/Equipment	228	15.1%
4. Test & Meas. Equip.	194	12.8%
5. Vacuum/Cryo. Eq.	162	10.7%
All Others	160	10.6%
Total Ad Pages	1,511	100.0%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Feature Articles	367	40.5%
2. Industry News	311	34.3%
3. New Prod./Lit.	126	13.9%
4. Other Reg Depts.	103	11.3%
Total Edit Pages	907	100.0%

Primary SRDS Classification No.: 132A

Average Ad/Edit Ratio: 60/40

Market Research Available: Buyer Profile Study, Market Research Dept., Technical Publishing, January, sample size-20,000.

Other Subscriber Research: Market Research Dept., Technical Publishing, sample size-400-2,500; The Involvement of the R&D Function in Evaluation/Specifying: Chemicals 7/81; Polyester Films, 4/81; Metals, 7/81; Engineered Fibers, 9/80; Engineered Plastics, 5/81; Electronic Instruments, 9/81; Chromatography Equipment, 3/80; Computer Peripherals, 3/82.

Figures are FOLIO estimates for the calendar year 1982.

[illegible]	
1 Science	157,658
2 Indust. Res. & Dev.	
3 Laboratory Equip.	
Total	**157,658**

[illegible]	
1 Indust. Res. & Dev.	0.0
2 Laboratory Equip.	0.0
3 Science	-0.3

[illegible]	
1 Indust. Res. & Dev	0
2 Laboratory Equip	0
3 Science	-496
Total	**-496**

[illegible]	
1 Science	49.00
2 Indust. Res. & Dev	0.00
3 Laboratory Equip.	0.00

[illegible]	
1 Science	7,725
2 Indust. Res. & Dev	0
3 Laboratory Equip.	0
Total	**7,725**

[illegible]	
1 Science	127.2
2 Indust. Res. & Dev	0.0
3 Laboratory Equip.	0.0

Business Analysis of Circulation

1 —Industry.
2 —Universities.
3 —Govt.
4 —Non-profit org.
5 —Independent consultants.
6 —Hospitals/medical centers.
TL —Total.

TL. Total A. Corp. officers (owner, pres., vice-pres., govt. agency head) B. Research & development exec. (dir., asst. dir., dean, dir. of engr.) C. Project mgmt. (mgr., group leader, section head, senior scientist, dept. head, supr. D. Professional staff members (no managerial/supr. authority. E. Technical purchasing agents. F. Technical libraries.

	TL	A	B	C	D	E	F
1—	74320	7695	7510	36016	22629	388	82
2—	11369	139	1139	6957	3024	105	5
3—	12031	172	742	6885	4160	62	10
4—	3787	165	336	2052	1211	18	5
5—	4058	2556	428	765	286	21	2
6—	1538	78	206	992	253	9	—
TL—	107103	10805	10361	53667	31563	603	104

Laboratory Equipment

Gordon Publications Inc.
P.O. Box 1952
Dover, New Jersey 07801
(201) 361-9060
Published monthly

Publisher: John A. Pfuelb
Other Key Contacts: Kenneth Nelson, President

Editorial Description: Laboratory Equipment consists of editorial that includes new product write-ups and current literature releases, helping the readers to keep abreast of what's new and what's available in laboratory equipment, supplies and materials.

Member: BPA

Advertising Data:
- 50% of all advertising space is full page ads.
- 25% of all space is run in full color.
- 400 advertisers placed 1/6 pg. or more in 1982.
- 150 advertisers ran 6X or more in 1982.

Demographic or regional editions: Using inserts only Laboratory Equipment can breakout its circulation many different ways, i.e.: Type of Lab, Title, State, etc.

Primary SRDS Classification No.: 132A

Average Ad/Edit Ratio: 60/40

Other Subscriber Research: 1) 6 different Product Purchasing Reports, Laboratory Equipment. 2) Ultimate Readership study. 3) 100 Responder Research Studies.

Business Analysis of Circulation

1 —Industry.
2 —Hosps. or medical centers.
3 —Univs. or colleges.
4 —Government.
5 —Ind. consultants or labs.
6 —Other allied to the field.
TL —Total

TL. Total A. Lab. administrative & operating pers.-dirs., mgrs., suprs. or labs., technical dirs., administrative mgmt. & other lab. pers. B. Research & development—dirs., mgrs., supr. of research, design engrs., research chemists, physicists, biochem., metallurgists, scientists, quality control mgrs., environmentalists, pathologists, research investigators, delegates & other research & development pers. C. Lab. purchasing—vice-pres. & dirs. or purchasing agents, buyers & other purchasing pers. D. Univ. professors. E. Consultants. F. Other titles—physicians, archs. & others allied to the field.

	TL	A	B	C	D	E	F
1—	44828	12500	29269	2216	29	232	582
2—	6418	2298	2704	109	763	[illegible]	521
3—	14450	1671	4410	214	78404	20	285
4—	8082	1973	5627	196	61	35	190
5—	6031	2255	2882	136	42	630	[illegible]
6—	531	186	228	27	5	17	68
TL—	80340	20883	45120	2898	87406	9671	1732

Science

American Association for the Advancement of Science
1515 Massachusetts Avenue, N.W
Washington, DC 20005
(202) 467-4400
Published weekly

Publisher: William D. Carey
Advertising Director: Earl J. Scherago
Other Key Contacts: Richard L. Charles, Sales Manager; Herbert L. Burklund, Marketing Manager

Editorial Description: Science is a journal for the scientific community. Its objective: to publish information rapidly while maintaining the reviewing procedures customary among scientific societies. It contains articles on new developments in the various disciplines; reports of current research work in university, government, and industrial laboratories; appraisals of scientific books; summaries of research results presented at selected scientific meetings; and news on the interactions between science and public policy. It also provides a forum for discussion of issues, both scientific and political, related to the advancement of science, including presentation of minority or conflicting views upon which scientists are not entirely agreed.

Member: ABC
Rate Information:
Rates as of rate card No. 56, dated 1/1/83.

Freq.	BW	4C
1X	3,250	4,150
6X	3,250	4,150
12X	3,215	4,115

Rate Base: 150,000 as of 1/1/83.

Advertising Data:
- 80% of all advertising space is full page ads.
- 379 advertisers placed 1/6 pg. or more in 1982.
- 157 advertisers ran 6X or more in 1982.

Demographic or regional editions: Clinical Research, Chemistry.

Top Four 1982 Editorial Categories:

	Ad Pgs.	Pct.
1. Inst. & Equip.	847	61%
2. Corporate	131	9.2%
3. Classified	361	26%
4. Books	46	3%
All Others		.8%
Total Ad Pages	1385	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Research Articles	1160	27.9%
2. News & Comment	409	9.8%
3. Research News	307	7.4%
4. Book Reviews	237	5.7%
5. Research Reports	1703	41.0%
All others	342	8.2%
Total Edit Pages	4158	100%

Primary SRDS Classification No.: 132A

Average Ad/Edit Ratio: 24/76

(continued from 308)

The Atlantic (cont.)

D. Occupation:

Mgr. /Admin.	28.3%
Prof/Tech	31.9%
Cler/Sales	5.9%
Other Emp.	13.7%
Not Emp.	20.1%

E. Educational Level:

Not H.S. Grad.	2.6%
H.S. Grad.	12.0%
1-3 Yrs. College	20.6%
Coll. Grad.	16.7%
Post Grad.	48.1%

F. Purchasing and Ownership Indicators:

•55.5% own 2 or more cars.
•45.8% have a valid passport.
•53.7% traveled by air for pleasure more than once in the past year.
•40.7% traveled by air for business more than once in the past year.
•80.3% entertain more than once per month.
•59.3% order alcoholic beverages by brand.
•94.4% ate out more than once in the past month.
•87.9% own 35mm cameras & accessories.
•88.6% own and/or collect paintings, antiques and coins.
•87.5% bought hard-cover books in the past year

Ebony

Johnson Publishing Company
820 South Michigan Avenue
Chicago, Illinois 60605
(312) 322-9200
Published monthly

Publisher: John H. Johnson
Other key contacts: Lincoln T. Hudson, Jerry Johnson: Senior V.P.s; Dennis H. Boston, Sandy Sims: V.P.s.

Editorial Description: Ebony is a black-oriented, general, picture magazine dealing primarity with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," 'Fashion Fair,' 'Photo Editorial," 'Sounds" (record review), "Ebony Book Shelf," and 'Date With a Dish" (culinary art). The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth and segregation.

Member: ABC
Rate Information:
Rates as of rate card No.48, dated 1/83.

Freq.	BW	4C
1X	17,658	23,856
6X	16,775	22,563
12X	15,892	21,470

Rate Base: 1,400,000 as of 1/83.

Advertising Data:
•70% of all advertising space is full page ads.
•80% of all space is run in full color.

Demographic or Regional Editions: Four Regions by States.

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 55/45

Subscriber Demographics:
•Conducted by: Simmons
•Date: 1982
•Sample size: 19,035
•Cooperation/Return rate:
•Data collection method: Interview

A. Age Breakdown:

18-24	28.8%
35-44	19.8%
45-54	9.2%
55 +	14.4%
Median Age	32.4

B. Male/Female Composition:

Male	43.4%
Female	56.6%

C. Household Income:

Under $10,000	25.9%
$10,000-14,999	19.4%
$15,000-19,999	12.0%
$20,000-24,999	10.0%
$25,000 +	32.7%
Median Income	$16,953

D. Occupation:

Mgr. /Admin.	4.1%
Prof/Tech	9.8%
Cler/Sales	20.8%
Other Emp.	33.1%
Not Emp.	32.2%

E. Educational Level:

Not H.S. Grad.	18.3%
H.S. Grad.	38.2%
1-3 Yrs. College	23.4%
Coll. Grad.	11.2%

Esquire

13-30 Corporation
2 Park Avenue
New York, New York 10016
(212) 561-8100

See complete media profile in the *Men's Lifestyle* market analysis section.

Harper's

Harper's Magazine Foundation
2 Park Avenue
New York, New York 10016
(212) 481-5220
Published monthly

Publisher: Louisa D. Kearney
Advertising Director: Joan Goodsmith

Editorial Description: Harper's, as a general interest monthly magazine, attempts to portray the world as it really is through reportage, analysis, criticism, humor and fiction.

Member: ABC
Rate Information:
Rates as of rate card No.33, dated 7/82.

Freq.	BW	4C
1X	2,830	4,320
6X	2,690	4,105
12X	2,545	3,890

Rate Base: 140,000 as of 7/82.

Special rate cards available: Books, Records, Mail order, Resort and Retail.

Demographic or Regional Editions: Copy splits available

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Institutional	42.16	21%
2. Publishing	40.16	20.1%
3. Tobacco	31.0	15.5%
4. Mail order	20.08	10%
5. Travel	19.18	9.6%
All others	47.69	23.8%
Total Ad Pages	200.27	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 20/80

Syndicated Research: MRI

Subscriber Demographics:
•Conducted by: Simmons
•Date: December 1982
•Sample size: 900
•Cooperation/Return rate: 64.7%
•Data collection method: Mail

A. Age Breakdown:

18-24	2.5%
25-34	22.8%
35-44	17.8%
45-54	16.3%
55 +	40.4%
Median Age	49.4

B. Male/Female Composition:

Male	58%
Female	42%

C. Household Income:

Under $10,000	5.4%
$10,000-14,999	5%
$15,000-19,999	7.3%
$20,000-34,999	25.4%
$35,000-49,999	21.0%
$50,000 +	35.9%
Median Income	$39,900

D. Occupation:

Mgr. ./Admin.	15.6%
Prof./Tech.	34%
Cler./Sales	10.7%
Other Emp.	6.1%
Not Emp.	33.6%

E. Educational Level:

Not H.S. Grad.	1.5%
H.S. Grad.	6.0%
1-3 Yrs. College	14.7%
Coll. Grad.	77.8%
Post Grad.	58.4%

F. Purchasing and Ownership Indicators:

•32% own 2 cars.
•70% own a car bought new.
•59% took a foreign trip in the past 3 years.
•59% took a domestic trip in the past year.
•87% bought hardcover books in the past year.
•95% dined out in the past year.
•23% bought wine by the case in the past year.
•87% own credit cards.
•76% used credit cards in the past 3 months.
•74% own securities.

The New Yorker

The New Yorker Magazine, Inc.
25 West 43rd Street
New York, New York 10036
(212) 840-3800
Published weekly

President: George J. Green
Advertising Director: Robert F. Young
National Sales Manager: Owen J. Hochreiter

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews and anecdotes.

Member: ABC
Rate Information:
Rates as of rate card No.53, dated 1/3/83.

Freq.	BW	4C
1X	11,100	17,650
13X	10,656	16,944
17X	10,490	16,679

Rate Base: 480,000 as of 1/3/83.

Advertising Data:
- 62% of all advertising space is full page ads.
- 52% of all space is run in full color.

Special rates available: Retail Stores, Hotels, Book Publishers, Real Estate, Schools & Camps, Restaurants & Amusement.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel/Hotels/Resorts	673	17.2%
2. Retail	535	13.7%
3. Home Building	462	11.8%
4. Beer/Wine/Liquor	396	10.1%
5. Apparel	383	9.8%
All others	1,453	37.2%
Total Ad Pages	3,902	100.0%

Source: PIB

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 52.1/47.9

Market Research Available: 1981 Subscriber Study, Erdos & Morgan. 3,000 subscribers, questions on travel, liquor, automotive, retail/shopping, and household possessions.

Subscriber Study:
- Conducted by: Erdos & Morgan, Inc.
- Date: Fall 1980
- Sample size: 3,000
- Cooperation/Return rate: 83.9%
- Data collection method: Mail

A. Age Breakdown:

18-24	4.1%
25-34	22.5%
35-44	17.4%
45-54	18.3%
55+	37.5%
Median Age	48.6

B. Male/Female Composition:

Male	54.7%
Female	45.3%

C. Household Income:

Under $10,000	3.6%
$10,000-14,999	4.8%
$15,000-19,999	7.2%
$20,000-24,999	8.5%
$25,000-34,999	16.4%
$35,000-49,000	19.2%
$50,000+	40.1%
Median Income	$41,548

D. Occupation:

Mgr./Prof.	63.3%
Cler./Sales	6.9%
Other Emp.	29.8%
Not Emp.	24.5%

E. Educational Level:

Not H.S. Grad.	0.7%
H.S. Grad.	4.1%
1-3 Yrs. College	15.0%
Coll. Grad.	19.5%
Post Grad.	60.7%

F. Purchasing and Ownership Indicators:
- 91.6% personally drank alcoholic beverages in the past 30 days.
- 25.9% entertain guests 4x a month.
- 79.7% took 1+ U.S. air trips in past 12 months.
- Subscribers spent an average of 21 nights in a hotel/motel in past 12 months.
- 64.7% have valid passports.
- 73.6% households owning 1+ cars paid cash for their cars.
- 91.5% of households own, lease, or operate 1+ cars.
- 12% of households own a microwave.
- 35% bought gold jewelry in past 12 months.
- 62.8% own sterling flatware.

Rolling Stone

Straight Arrow Publishers
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Published 25 times a year.

Publisher: Jann Wenner
Advertising Director: William David

Editorial Description: Rolling Stone is edited for young adults, with a special emphasis on popular music, politics and American society. Regular features include state-of-the-art audio, hi-fi and photography columns; film, jazz, record and book reviews; reader correspondence; interviews and photojournalism features. Special issues include Audio and Photo Supplements.

Member: ABC
Rate Information:
Rates as of rate card No.24, dated 9/2/82.

	BW	4C
1X	12,870	19,190
7X	12,485	18,615
13X	11,840	17,655

Rate Base: 775,000 as of 9/2/82.

Advertising Data:
- 53% of all advertising space is full page ads.
- 57.1% of all space is run in full color.
- 100% advertisers placed 1/6 or more in 1982.
- 97% advertisers ran 7X or more in 1982.

Special rate cards available: Mail Order/Book Publishing, Musical Industry/ Pro Audio, and Record Industry.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Tobacco	187	17%
2. Audio	181.4	16%
3. Alcoholic Beverage	161.7	15%
4. Records/Tapes	79.8	7%
5. Automotive	78.8	7%
All others	421.3	38%
Total Ad Pages	1110	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Music	333	30%
2. Film	333	30%
3. National Affairs	111	10%
4. Literary	111	10%
5. Audio/Video Service	111	10%
All others	111	10%
Total Edit. Pages	1110	100%

Primary SRDS Classification No.: 33

Average Ad/Edit. Ratio: 50/50

Subscriber Demographics:
- Conducted by: Simmons Market Research Bureau.
- Date: March 1977.
- Sample size: 1,715
- Cooperation/Return rate: 69.8%
- Data collection method: Mail

A. Age Breakdown:

18-24	56.7%
25-34	38.3%
35-54	4.8%
55+	.2%
Median Age	24.1

B. Male/Female Composition:

Male	73.1%
Female	26.9%

C. Household Income:

Under $10,000	28.0%
$10,000-14,999	18.3%
$15,000-19,999	15.9%
$20,000-24,999	13.2%
$25,000-34,999	13.3%
$35,000-49,999	5.9%
$50,000+	5.4%
Median Income	$16,150

D. Occupation:

Mgr. /Admin.	11.3%
Prof/Tech	17.8%
Cler/Sales	16.1%
Other Emp.	32.3%
Not Emp.	22.5%

E. Educational Level:

Not H.S. Grad.	8.4%
H.S. Grad.	20.9%
1-3 Yrs. College	38.6%
Coll. Grad.	16.4%
Post Grad.	15.7%

F. Purchasing and Ownership Indicators:
- 75% drank beer in last month.
- 77% own a domestic automobile.
- 35% regularly smoke cigarettes.
- 70% own stereo speakers.
- 64% attended 2+ movies in the past month.
- 21% own a motorcycle.
- 36% own a 35mm/SLR camera.
- 87% took a domestic trip in past year.
- 26% took 2+ foreign trips in past 5 years.
- 88% bought LPs in past month.

General Interest: literature & commentary *(continued)*

Reader's Digest

The Reader's Digest Association, Inc.
200 Park Avenue
New York, New York 10166
(212) 953-0300
Published monthly

Publisher: Richard F. McLoughlin, Vice President
Other key contacts: David B. Hoopes, Vice President and Associate Publisher; Thomas B. O'Connor, Jr., Marketing Director

Editorial Description: Reader's Digest is a general interest, non-fiction reading magazine for the entire family. Many of the articles are "digested' from articles appearing in other publications. The balance is staff-written or contributed by readers and each issue carries a condensation of a current book. Article subjects include: self-improvement, psychology, ecology, government, world affairs, crime, community action, health, "Unforgettable Characters," campus, employment, sports, travel, science and invention, 'Word Power," 'Humor In Uniform," and other broad-interest subjects.

Demographic or Regional Editions: National Half-Circulation, A/B Copy splits, 10 Major and 143 Test markets, also available in 10 regional editions: New England, Metro New York, Great Lakes, Southern, North Central, Southwest, Pacific, Metro Los Angeles, Mid- Atlantic and Metro Chicago.

Primary SRDS Classification No.: 22

Rate Information:
Rates as of rate card No.22, dated 1-2/83.

Freq.	BW	4C
1X	8,759	12,491
6X	7,883.10	11,241.90
12X	7,007.20	9,992.80

Rate Base: 750,000 as of 1-2/83.

Special rate cards available: Mail order earns 25% discount.

Demographic or Regional Editions: Four geographic regionals.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Collectibles	84	19.63%
2. Appl./Hsehld. Furn.	51	11.92%
3. Tobacco	44	10.28%
4. Pharmaceuticals	34	7.94%
5. Travel	38	8.88%
All others	177	41.35%
Total Ad Pages	428	100.00%

Top Five 1982 Editorial Categories:

	Ad Pgs.	Pct.
1. Health		20.96%
2. Humor		11.52%
3. Personalities		10.88%
4. Travel		8.32%
5. Science/Technology		8.16%
All others		40.16%
Total Edit. Pages		100.00%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 46/54

Subscriber Demographics:
- Conducted by: MRI
- Date: December 1981-March 1982/April & July 1982.
- Sample size: 20,621
- Cooperation/Return rate: 71%
- Data collection method: Mail and interview

A. Age Breakdown:

18-24	15.5%
25-34	18.7%
35-44	16.3%
45-54	17.0%
55+	32.5%
Median Age	44.7

B. Male/Female Composition:

Male	48.6%
Female	51.4%

C. Household Income:

Under $10,000	14.9%
$10,000-14,999	9.3%
$15,000-19,999	8.7%
$20,000-24,999	16.3%
$25,000-34,999	20.6%
Median Income	$25,387

D. Occupation:

Mgr./Admin.	11.6%
Prof./Tech.	17.4%
Cler./Sales	13.2%
Other Emp.	16.2%
Not Emp.	35.2%

E. Educational Level:

Not H.S. Grad.	19.8%
H.S. Grad.	37.9%
1-3 Yrs. College	22.8%
Coll. Grad.	19.6%

F. Purchasing and Ownership Indicators:
- 46.3% spend $60 or more per week for groceries.
- 25.6% own 3 or more cars.
- 67.1% entertained friends or relatives at home in the last year.
- 68% currently have life insurance.
- 84% currently have auto insurance.
- 73% currently have medical insurance.
- 57% use vitamins.
- 84% use headache and/or pain relievers.
- 69% have gone on a domestic trip in the last year.
- 72.8% own their own home.

The Saturday Evening Post

Benjamin Franklin Literary & Medical Society
1100 Waterway Boulevard
Indianapolis, Indiana 46202
(317) 636-8881
Published nine times a year.

Publisher: Dr. Cory SerVaas M.D.
Advertising Director: Patrick A. Hatcher

Editorial Description: Saturday Evening Post is a general interest magazine containing humor, fiction, non-fiction and graphic elements of interest to the American family. Editorial coverage includes articles on volunteerism, health, preventive medicine, self-improvement, sports, ecology, education, science, personal interviews of distinguished or especially interesting people, music, literature, art, travel and other topics deemed of national interest. Fiction runs to short and medium lengths on appropriate themes. Special departments include a medical section, "Postscripts," and cartoons.

Member: ABC, PIB

TWA Ambassador

The Webb Company
1999 Shepard Road
Saint Paul, Minnesota 55116
(612) 690-7220

See complete media profile in the *Inflight* market analysis section.

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, New York 10017
(212) 880-8800

For more information see complete media profile in the *Affluence* market section.

Networks *(continued)*

(continued from page 521)

Subscriber or readership demographics: Scope of profile: Average of all network magazines.

- Source conducted by: SMRB
- Type: Readership
- Date: 1982

A. Age Breakdown:

18-24	35.6%
18-34	67.7%
25-34	32.1%
18-49	85.6%
25-49	49.9%
25-59	55.5%
50+	14.4%
55+	8.9%

B. Male/Female Composition:

Male	77.1%
Female	22.9%

C. Household Income:

$15,000+	79.1%
$20,000+	68.5%
$25,000+	57.4%
$30,000+	42.4%
$35,000+	34.0%
Median Income	$28,158

D. Occupation:

Mgr./Admin.	11.4%
Prof./Tech.	19.8%
Prof./Mgr.	31.2%

E. Education:

Attended/Graduated College +	51.9%
College Graduated +	23.3%

F. Purchasing and Ownership Indicators: Furnished upon request.

Total Readership of Network: 12 million (Source: 1982 SMRB)

Marketing benefit(s) and editorial focus: The Ziff-Davis Magazine Network is comprised of seven special interest magazines: Boating, Car & Driver, Cycle, Flying, Popular Photography, Skiing and Stereo Review. The Ziff-Davis Magazine Network reaches 12 million active leisure enthusiasts—the common denominator—a sociable active lifestyle. The Network's flexibility allows an advertiser the opportunity of buying any of 99 combinations, of three or more titles, which best fits his marketing objectives. Substantial discounts are available to marketers willing to direct their messages to this premier group of young, educated and affluent consumers.

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Spring (cont.)

C. Household Income:

Under $10,000	8.5%
$10,000-14,999	11.2%
$15,000-19,999	11.3%
$20,000-24,999	16.2%
$25,000-34,999	19.8%
$35,000-49,999	19.1%
$50,000 +	13.9%
Median Income	$26,430

D. Occupation:

Mgr. /Admin.	14.6%
Prof./Tech.	19.7%
Cler./Sales	21.7%
Other Emp.	28.9%
Not Emp.	15.1%

E. Educational Level:

Not H.S. Grad.	6.4%
H.S. Grad.	32.7%
1-3 Yrs. College	30.8%
Coll. Grad.	15.0%
Post Grad.	15.1%

F. Purchasing and Ownership Indicators:
- 28% made plans to buy product advertised in Spring from a retail store.
- Spring readers spent over $250 million on women's apparel in last 12 months.
- Spring readers influenced 1,680,275 other people last year in their purchase of food products.
- 98% made an average of 7 trips to the supermarket in the past month.
- 91% cook or bake from scratch.
- 59% give dinner parties.
- 68% do calisthenics each week.
- 64% bought stereo equipment in the last year.
- 50% own 2 + cars.
- 50% own investments/securities.

Town & Country

Hearst Corporation
1700 Broadway
New York, New York 10017
(212) 903-5000
Published monthly

Publisher: David McCann
Advertising Director: Carl Portale

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC, BPA
Rate Information:
Rates as of rate card No.66, dated 1/83.

Freq.	BW	4C
1X	9,400	12,100
6X	8,930	11,495
12X	8,460	10,890

Rate Base: 325,000 as of 1/83.

Advertising Data:
- 64% of all advertising space is full page ads.
- 72% of all space is run in full color.
- 97 advertisers placed 1/6 or more in 1982.

Networks or combination buys through which publication is available: Hearst Gold Buy, Hearst Corporate Buy.

Special rate cards available: Art & Antiques, Real estate, Horses, Schools & Camps, Kennels, Pet Products, Livestock, Boats, Mail order, Hotel and Resort, Restaurants.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Retail/mail	365.79	21.3%
2. Apparel	247.89	14.4%
3. Cosmetics	221.44	12.9%
4. Miscellaneous	210.76	12.3%
5. Jewelry	166.69	9.6%
All others	506.68	29.5%
Total Ad Pages	1,719.25	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Wearing apparel	214.2	17.3%
2. General interest	198.1	16%
3. Transportation/travel	157.3	12.7%
4. Home furnishings	127.1	10.3%
5. Culture/humanities	108.0	8.7%
All others	434.7	35%
Total Edit. Pages	1239.4	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 59/41

Syndicated Research: Simmons and MRI.

Other Subscriber Research: Beauty Study, 1982, Globe Research, study on beauty only; Town and Country Shopping Habits, 1980, Town & Country Research Department.

Subscriber Demographics:
- Conducted by: RMH Research
- Date: April 1981
- Sample size: 1,500
- Cooperation/Return rate: 56%
- Data collection method: Mail

A. Age Breakdown:

18-24	2.5%
25-34	14.3%
35-49	27.1%
50-64	36.6%
65 +	15.7%
Median Age	47.2

B. Male/Female Composition:

Male	22.8%
Female	77.2%

C. Household Income:

Under $10,000	2.7%
$10,000-14,999	3.3%
$15,000-19,999	4.0%
$20,000-24,999	5.1%
$25,000-34,999	8.0%
$35,000-49,000	11.7%
$50,000 +	56.0%
Median Income	$63,000

E. Educational Level:

Not H.S. Grad.	1.5%
H.S. Grad.	17.1%
1-3 Yrs. College	31.0%
Coll. Grad.	22.1%
Post Grad.	25.9%

F. Purchasing and Ownership Indicators:
- 85.6% own a home.
- Average home value: $210,620.
- 45.4% redecorated home.
- Own 2.2 cars per household.
- 80% took a foreign trip in the past 3 years.
- Subscribers entertain 3x in the average month.

Vogue

The Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8800

See complete media profile in the *Women's Fashion* market analysis section.

'W'

Fairchild Publications
633 Third Avenue
New York, New York 10017
(212) 741-4277
Published bi-weekly

Publisher: John Fairchild
Advertising Director: Marcia Miller
Other Key Contacts: Gene Fahy, Vice President—Group Sales

Editorial Description: 'W' is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Womens' Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interview.

Member: ABC
Rate Information:
Rates as of rate card No. 13, dated 1/83.

Freq.	BW	4C
1X	9,500	12,140
6X	9,220	11,870
12X	8,870	11,510

Rate Base: 200,000 as of 1/1/83.
Advertising Data:
- 36% of all advertising space is full page ads.
- 31% of all space is run in full color.
- 37% advertisers placed 1/6 pg. or more in 1982.
- 29% advertisers ran 6X or more in 1982.

Special rate cards available: Display Rate Card, Retail Rate Card, International Rate Card.

Primary SRDS Classification No.: 20

Average Ad/Edit Ratio: 1.7/1

Other Subscriber Research: 1. A Profile of the 'W' Household—1982. Aaron Cohen Marketing Services, Ltd. (ACMS). 2,000 subscribers; includes questions on automobiles, liquor, travel, financial investments, retail purchases (including jewelry and watches, home furnishings, electronic equipment and cameras). 2. The Affluent Market of 'W,' $50,000 and over household incomes—1982. Based on A Profile of the 'W' Household. Aaron Cohen Marketing Services, Ltd. (ACMS). 487 subscribers; includes questions on automobiles, liquor, travel, financial investments, retail purchases (including jewelry and watches, home furnishings, electronic equipment and cameras). 3. The 'W' Beauty Study/Skin Care and Hair Care—1979. Aaron Cohen Marketing Services, Ltd. (ACMS). 2,000 subscribers. 4. The 'W' Beauty Study/Fragrance and Bath Products—1980. Aaron Cohen Marketing Services, Ltd. 1,998 subscribers.

(continued)

Women's lifestyle *(continued)*

Working Mother

The McCall Publishing Company
230 Park Avenue
New York, New York 10169
(212) 551-9500
Published monthly

Publisher: Raymond Eyes
Advertising Director: Carol Evans

Editorial Description: Working Mother is a woman's service magazine edited for working women with children under 18 years of age living in the household. Editorial focuses on their needs, problems and challenges of combining children, husband, home and job. Includes articles on home management, cooking and entertaining, health care, money management, time organization, personal fulfillment and job-related issues.

Member: ABC
Rate Information:
Rates as of rate card No.7, dated 3/83.

Freq.	BW	4C
1X	7,080	9,400
6X	6,372	8,460
12X	5,947	7,896

Rate Base: 400,000 as of 3/82.

Advertising Data:
- •90% of all space is run in full color.
- •200 advertisers placed 1/6 or more in 1982.
- •50 advertisers ran 6X or more in 1982.

Special rate cards available: Mail order advertisers receive a 20% discount.

Demographic or Regional Editions: Copy splits

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food	184	23%
2. Toiltrs./beauty prods.	153.6	19%
3. Smoking materials	98.8	12%
4. Fash./app./access.	77.8	10%
5. Drugs/remedies	63.2	8%
All others	228.2	28%
Total Ad Pages	805.6	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Children	175.7	23.8%
2. Culture & humanities	105.3	14.3%
3. Business & industry	94.3	12.8%
4. Food	94.8	12.8%
5. Beauty/fashion	67.0	9.1%
All others	201.90	27.2%
Toual Edit. Pages	739.00	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 50/50

Syndicated Research: Simmons and MRI

Working Woman

342 Madison Avenue
New York, New York 10173
(212) 309-9800
Published monthly

Associate Publisher: Carol A. Taber
Advertising Director: Kate Rand Lloyd
Other Key Contacts: Gae Bryant, Editor at large

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include a special section devoted to entrepreneurs with an emphasis on technology as well as articles on business*, business and economic trends, law*, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.
*Articles on business news, business and economic trends, law, politics, currents issues, etc.

Member: ABC, MPA
Rate Information:
Rates as of rate card No. 11, dated 7/83.

Freq.	BW	4C
1X	9,500	13,100
6X	9,120	12,576
12X	8,645	11,921

Rate Base: 575,000 as of 7/83.

Top Five 1982 Advertising Categories:
1. Toiletries and Cosmetics
2. Office Equipment/Writing Supplies
3. Cigarettes/Tobacco/Accessories
4. Apparel/Footwear/Accessories
5. Beer/Wine/Liquor

Top Five 1982 Editorial Categories:
1. Management/Business
2. Financial
3. Fashion/Health/Beauty
4. The Arts
5. Travel

Subscriber Demographics:
- •Conducted by: Magazine Project Group, Inc.
- •Date: August 1983
- •Sample Size: 1,500
- •Cooperation/Return rate: 59.2%
- •Data collection method: Mail

Results:
- •Average Age: 36
- •Average Household Income: $46,199
- •Average Individual Earned Income: $27,356
- •Occupation: 88.4% Professional/Managerial
- •Attended/Graduated College: 89.34%
- •Graduated College +: 56.08%

Affluence *(continued)*

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Town & Country (cont.)

E. Educational Level:

Not H.S. Grad.	1.5%
H.S. Grad.	17.1%
1-3 Yrs. College	31.0%
Coll. Grad.	22.1%
Post Grad.	25.9%

F. Purchasing and Ownership Indicators:
- •85.6% own a home.
- •Average home value: $210,620.
- •45.4% redecorated home.
- •Own 2.2 cars per household.
- •80% took a foreign trip in the past 3 years.
- •Subscribers entertain 3x in the average month.

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, New York 10019
(212) 399-2500

See complete media profile in the *Travel* market analysis section.

'W'

Fairchild Publications
633 Third Avenue
New York, New York 10017
(212) 741-4277

See complete media profile in the *Women's Lifestyle* market analysis section.

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, New York 10017
(212) 880-8800
Published monthly

Publisher: Joseph E. Corr, Jr.
Advertising Director: G. Douglas Johnston
Other Key Contacts: Katherine W. Mountain, Promotion director; Jonathan Newhouse, Business Manager

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Rate Information:
Rates as of rate card No. 1, dated 3/83.

Freq.	BW	4C
1X	8,500	12,750
6X	7,990	11,985
12X	7,480	11,220

Rate Base: 250,000 as of 3/83.

Networks or combination buys through which publication is available: The Conde Nast Ltd. (Vanity Fair, House & Garden, GQ and Vogue).

Special rate cards available: Retail: includes retail stores, mail order firms, hotels and resorts, book publishers, real estate, art galleries and restaurants.

Primary SRDS Classification No.: 22

Market Research Available: Prizm.

Home service (continued)

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Editorial Description: Sunset, The Magazine of Western Living, is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. Sunset is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC, MPA
Rate Information:
Rates as of rate card No.55, dated 1/83.

Freq.	BW	4C
1X	16,963	23,609
6X	16,963	23,609
12X	16,963	23,609

Rate Base: 1,250,000 as of 1/83.

Special rate cards available: Shopping Center, Western Grocery, Travel, Garden Center, School & Camp Directory

Demographic or Regional Editions: Northwest—Alaska, Washington, Oregon, Idaho, Wyoming, Montana; Southwest—Southern California, Arizona, New Mexico, Hawaii; Central—Northern California, Nevada, Utah, Colorado.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Travel	421.7	26.3%
2. Food	335.4	20.9%
3. Home/building	303.5	18.9%
4. Auto	161.0	10.0%
5. Mail	98.0	6.1%
All others	284.6	17.7%
Total Ad Pages	1604.2	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Travel	281.7	24.9%
2. Food	306.0	27.1%
3. Garden	247.6	22.0%
4. Home/building	294.2	26.0%
Total Edit. Pages	1129.5	100.0%

Primary SRDS Classification No.: 24

Average Ad/Edit. Ratio: 55/45

Market Research Available: Sunset Western Market Almanac, Sunset, based on information provided by SMRB and MRI, various government agencies, and other industry sources, 1982-1983; The Travel Market/Market Facts Inc., Market Facts, Inc. sponsored by Sunset, sample size 2,436, 1982; How Grocery Shopping Habits Are Changing, Market Facts Inc. sponsored by Sunset, subscriber information by Marketing Infomation Unlimited, sample size: Consumers 2,178, Subscribers 821, Industry 853.

Syndicated Research: Simmons and MRI

Subscriber Demographics:
- Conducted by: Mediamark Research, Inc.
- Date: Fall 1982
- Sample size: 20,621
- Cooperation/Return rate: 71.2%
- Data collection method: At-home interview

A. Age Breakdown:

18-24	11.8%
25-34	19.6%
35-44	19.8%
45-54	17.9%
55 +	30.9%
Median Age	44.4

B. Male/Female Composition:

Male	38.0%
Female	62.0%

C. Household Income:

Under $10,000	6.5%
$10,000-14,999	8.2%
$15,000-19,999	11.2%
$20,000-24,999	12.3%
$25,000-34,999	22.4%
$35,000 +	39.4%
Median Income	$30,621

D. Occupation:

Mgr./Admin.	10.9%
Prof./Tech.	21.5%
Cler./Sales	17.4%
Other Emp.	9.3%
Not Emp.	36.4%

E. Educational Level:

Not H.S. Grad.	9.4%
H.S. Grad.	30.2%
1-3 Yrs. College	30.5%
Coll. Grad.	29.9%

F. Purchasing and Ownership Indicators:
- 20.5% drink 4+ glasses of wine a week.
- 49.5% own 2+ autos.
- 13.5% own a 35mm camera.
- 11.2% purchased $750+ in travelers checks in 1982.
- 13.8% took 2+ foreign trips in the past 3 years.
- 34.1% own a microwave oven.
- 15.4% spend $100+ a week on groceries.
- 37.3% entertain 12+ times a year.
- 6.5% own a swimming pool.
- 5.3% own vacation homes.

Business: professional services (continued)

Journal of Accountancy (cont.)

Primary SRDS Classification No.: 20

Average Ad/Edit. Ratio: 50/50

Market Research Available: Fosdick survey-January 1983; John T. Fosdick Associates; sample 1,579; Response 559 (35%).

Real Estate Today

National Association of Realtors
430 North Michigan Avenue
Chicago, Illinois 60611
(312) 329-8276
Published 10 times a year

Advertising Director: Kathryn H. Dickason
Other key contacts: David L. Murray, Publications Director; Karin I. Nelson, Managing Editor

Editorial Description: Real Estate Today is intended to serve as a forum for ideas, opinions and practical applications in various areas of residential, brokerage management and commercial investment real estate. It reports and comments on issues of national interest to the real estate industry, provides a vehicle for disseminating policy statements of the national association and includes information on the national association's activities and interests.

Maturity (continued)

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Modern Maturity (cont.)

F. Purchasing and Ownership Indicators:
- 89% own one or more cars.
- 30% own two or more cars.
- 73% took one or more domestic trips.
- 34% took a foreign trip in the last three years.
- 63% drink alcoholic beverages.
- 91% entertained guests at home.
- 50% purchased "special diet" type foods in the last 30 days.
- 89% own a color television.
- 66% own securities. (31% with value of $50,000 or more).
- 81% own 1 or more residences.
- Current net worth of household: $143,556.
- 86% use cents-off coupons when shopping.

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Chicago (cont.)

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Service (events, dining)	696	45%
2. City news, issues	386	25%
3. Arts and leisure	165	11%
4. Food/entertainment	157	10%
5. Consumer service	101	6%
All others	40	3%
Total Edit. Pages	1544	100%

Primary SRDS Classification No.: 30A

Syndicated Research: MRI

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: 1981
- Sample size: 1,306
- Cooperation/Return rate: 82%
- Data collection method: Mail

A. Age Breakdown:	
18-24	7.4%
25-34	24.5%
35-44	24.4%
45-54	18.3%
55+	25.4%
B. Male/Female Composition:	
Male	49.5%
Female	50.5%
C. Household Income:	
Under $10,000	2.3%
$10,000-14,999	2.7%
$15,000-19,999	3.8%
$20,000-24,999	6.4%
$25,000-34,999	15.6%
$35,000-49,999	24.4%
$50,000 +	44.8%
Median Income	$46,795
D. Occupation:	
Mgr./Admin.	39.6%
Prof/Tech	34%
Cler/Sales	13.2%
Other Emp.	3.2%
Not Emp.	10.0%
E. Educational Level:	
Not H.S. Grad.	2.2%
H.S. Grad.	97.8%
1-3 Yrs. College	85.7%
Coll. Grad.	64.2%
Post Grad.	29.2%

F. Purchasing and Ownership Indicators:
- 71.2% market value home owned $75,000+.
- Household investment portfolio, Med: $44,035, Avg: $129,700.
- 53.1% own stocks/bonds.
- Net worth: Median $146,055; Average: $258,665.
- 44.1% rented a car.
- 39.2% own 2 cars.
- 41.7% took 2+ bus trips in the past 12 months.
- 72% consumed domestic wine in the past month.
- 47.8% consumed imported wine in the past month.
- 65.7% purchased records in the past year.
- 16.3% purchased a 35mm camera.
- 21.5% purchased stereo components.
- 80.6% went to the theatre.
- 82.5% ate out 5+ times in the past month.
- 31.1% took one or more foreign air trips for pleasure.
- 25.6% purchased china, glassware, crystal.
- 64.3% own American medium or large car.

Crain's Chicago Business

Crain Communications Incorporated
740 North Rush Street
Chicago, Illinois 60611
(312) 649-5370

See complete media profile in the *Business: General* market analysis section.

D Magazine

Southwest Media Corporation
3988 North Central Expressway
Dallas, Texas 75204
(214) 827-5000
Published monthly

Publisher: Bernard R. Kraft
Advertising Director: Jerry Still
Other key contacts: Joy Burleson, Retail Sales Manager

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC
Rate Information:

Freq.	BW	4C
1X	2,595	3,825
6X	2,465	3,630
12X	2,335	3,440

Rate Base: 77,000 as of 10/82.

Advertising Data:
- 48% of all advertising space is full page ads.
- 41% of all space is run in full color.
- 779 advertisers placed 1/6 or more in 1982.
- 345 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: Houston City.

Top Five 1982 Advertising Categories:

	Ad Pgs.
1. Builder/developer	134.24
2. Restaurant	106.19
3. Women's fashion	82.30
4. Auto	69.34
5. Departments	56.17
All others	207.28
Total Ad Pages	655.52

Primary SRDS Classification No.: 30A

Average Ad/Edit. Ratio: 59/41

Houston Home & Garden

Metro Home & Garden
2472 Bolsover
Houston, Texas 77005
(713) 524-3000
Published monthly.

Publisher: Barbara Wood
Advertising Director: Susan Deaner

Editorial Description: Houston Home & Garden is aimed at the urban woman who is interested in making her family's home a unique living environment. As a guide to contemporary city living, the magazine concentrates on various phase fashions, and trends of home interiors: design, decor, remodeling and furnishing as well as ideas on cooking and gardening. Approximately one-third of every issue is devoted to decorating with a feature home, one-third to gardening and landscaping and one-third to food, entertaining and informative lifestyle subjects. Monthly columns cover travel, books, health and home improvement products and services.

Member: ABC
Rate Information:
Rates as of rate card No. 7, dated 9/82.

Freq.	BW	4C
1X	4,050	4,950
6X	3,850	4,720
12X	3,475	4,375

Rate Base: 92,000 as of 1/82.

Advertising Data:
- 30% of all advertising space is full page ads.
- 90% advertisers placed 1/6 or more in 1982.
- 90% advertisers ran 6X or more in 1982.

Network or combination buys through which publication is available: 10% discount with Dallas/Fort Worth.

Los Angeles Magazine

American Broadcasting Company
1888 Century Park East, Suite 920
Los Angeles, California 90067
(213) 557-7592
Published monthly

Publisher: Bert Pucci
Advertising Director: Nicki Campbell

Editorial Description: Los Angeles Magazine is edited for those active in Southern California, and deals primarily with the quality of life in the Los Angeles Metro area and surrounding suburbs. Content includes topical and in-depth reports on urban and social problems; articles on the pleasures and cultural opportunities; comment on ideas, trends, directions; background studies or candid interviews with controversial figures, and sophisticated cartoons. Regular features include critical reviews on: art, music, theatre, motion pictures, TV, sports, fashion and travel. A double-page calendar evaluates the coming month's events/activities/offerings.

Member: ABC
Rate Information:
Rates as of rate card No.23, dated 5/82.

Freq.	BW	4C
1X	3,805	5,680
6X	3,520	5,255
12X	3,235	4,830

Rate Base: 162,000 as of 12/82.

Advertising Data:
- 62% of all advertising space is full page ads.
- 39% of all space is run in full color.
- 360.75 advertisers placed 1/6 or more in 1982.
- 255.5 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: California City Group.

Special rate cards available: Retail, Real Estate, Schools and Camps.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Fashion	584.4	24.1%
2. Real est./land dvlpmt.	211.5	8.7%
3. Home furnishings	186.6	7.7%
4. Hotels/resorts/travel	175.6	7.2%
5. Liquor	108.5	4.5%
All others	1161.4	47.8%
Total Ad Pages	2428.0	100%

Figures are FOLIO estimates for the calendar year 1982.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Service guides/special selections	537	30%
2. Reportage	358	20%
3. Reviews	358	20%
4. Profiles	269	15%
5. Travel	269	15%
Total Edit. Pages	1790.5	100%

Primary SRDS Classification No.: 31A

Average Ad/Edit. Ratio: 57/43

Subscriber Demographics:
•Conducted by: Facts Consolidated
•Date: February, 1981
•Sample size: 2,000
•Cooperation/Return rate: 831 or 41.8% response/ 1169 or 58.7% return rate
•Data collection method: Mail

A. Age Breakdown:

18-24	3.1%
25-34	25.5%
35-44	24.4%
45-54	24.3%
55 +	22.7%
Median Age	42.9

B. Male/Female Composition:

Male	49%
Female	51%

C. Household Income:

Under $15,000	3.5%
$15,000-19,999	4.3%
$20,000-24,999	6.1%
$25,000-34,999	12.8%
$35,000-49,999	19.8%
$50,000 +	53.5%
Median Income	$51,600.

D. Occupation:

Mgr. /Admin.	20.1%
Prof/Tech	26.8%
Cler/Sales	15.0%
Other Emp.	61.9%

E. Educational Level:

Not H.S Grad.	1.7%
H.S. Grad.	9.5%
1-3 Yrs. College	32.6%
Coll. Grad.	20.8%
Post Grad.	13.4%

F. Purchasing and Ownership Indicators:
•Average net worth of reader: $406,700.
•Median home value: $220,500.
•Own a second piece of property: 48.4%
•Own a pool/spa/jacuzzi: 54.6%
•Average number of cars per household: 2.37
•95% serve alcoholic beverages at least once a week.
•Dine out 7.6 times per month.
•Average vacation time per year: 3.5 weeks.
•Take 5.7 weekend pleasure trips per year.
•58% have a valid passport.

New York Magazine

News Group Publications
755 Second Avenue
New York, NY 10017
(212) 880-0700
Published weekly

Publisher: Cathleen Black
Advertising Director: David O'Brasky

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion: and a broad range of subjects.

Member: ABC
Rate Information:
Rates as of rate card No. 20, dated 1/10/83.

Freq.	BW	4C
1X	10,150.	15,980.
7X	9,950.	15,660.
13X	9,740.	15,340.

Rate Base: 400,000 as of 1/83.

Advertising Data:
•53% of all advertising space is full page ads.
•39% of all space is run in full color.

Special rate cards available: Retail and local ad categories.

Top Advertising Categories:

	Ad Pgs.	Pct.
1. Ent./Amusement	468	18%
2. Retail	464	18%
3. Ach. Bev.	296	11%
4. Travel	287	11%
5. Classified	298	11%
6. All others	734	28%
7. Total Ad Pages	2,547	100%

Top Editorial Categories:

	Edit. Pgs.	Pct.
1. Service	1042	26%
2. Ent./Arts	962	24%
3. Ent./Arts Listings	801	20%
4. Politics	601	15%
5. Lifestyle/People	521	13%
6. All others	80	2%
7. Total Edit. Pages	4,007	100%

Primary SRDS Classification No.: 36A

Average Ad/Edit. Ratio: 40/60

Market Research Available: Media and retail studies based on synidicated and proprietary subscriber research available from Research Department. New York ADI market.

Subscriber Demographics:
•Conducted by: Beta Research
•Date: July 1982
•Sample size: 2000 mailings
•Cooperation/Return rate: 1304 returned, 65%
•Data collection method: Mail

A. Age Breakdown:

18-24	6.7%
25-34	25.7%
35-44	24.8%
45-54	20.0%
55 +	22.8%
Median Age	42.1

B. Male/Female Composition:

Male	44.4%
Female	55.6%

C. Household Income:

Under $10,000	2.8%
$10,000-14,999	4.6%
$15,000-19,999	7.6%
$20,000-24,999	8.9%
$25,000-34,999	18.5%
$35,000-49,999	20.4%
$50,000 +	37.2%
Median Income	$40,420.

D. Occupation:

Prof./Tech.	66.2%

E. Educational Level:

Not H.S. Grad.	1.4%
H.S. Grad.	10.5%
1-3 Yrs. College	20.2%
Coll. Grad.	26.7%
Post Grad.	41.2%

F. Purchasing and Ownership Indicators:
•98.0% dined out in last three months.
•89.6% entertain at home in an average month.
•92.5% use/serve imported wine.
•76.5% use/serve scotch.
•82.1% use/serve Vodka.
•Average subscriber dines out 19.2 times in 3 months.
•82.2% went to movies in last 3 months.
•68.7% shop at Bloomingdale's.
•22.3% shop at Tiffany & Co.
•53.7% went to Broadway play in last 3 months.

Philadelphia

Municipal Publications, Inc.
1500 Walnut Street
Philadelphia, Pennsylvania 19102
(215) 545-3500
Published monthly

Publisher: D. Herbert Lipson
Other key contacts: Orlin Davis Associate Publisher; Gerald Kwait, Advertising Sales Manager; Frank X. DeLeone, Marketing Director.

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical in-depth reports on crucial and controversial issues confronting the region- business trends, political analyses, metropolitan planning, sociological currents—plus critical reviews of the cultural, sports and entertainment scene. Articles range from law enforcement to fashion, voting trends to travel, transportation to theater, also include background studies of the area's newsmakers.

Member: ABC
Rate Information:
Rates as of rate card No.41, dated 9/1/82.

Freq.	BW	4C
1X	3,535	5,360
6X	3,360	5,200
12X	3,155	4,875

Advertising Data:
•48% of all advertising space is full page ads.
•9.2% of all space is run in full color.

Networks or combination buys through which publication is available: Metro magazine Combination discount, Philadelphia/Boston Combination discount.

Special rate cards available: Retail Rate Card, Restaurant Rate Card, Classified Rate Card.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Food & Drink	351.849	22.4%
2. Apparel	258.498	16.5%
3. Home	233.330	14.9%
4. Merchandise	137.330	8.8%
5. Classified	124.881	7.9%
All others	461.709	29.5%
Total Ad Pages	1567.600	100%

Primary SRDS Classification No.: 30A

Average Ad/Edit. Ratio: 60/40

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: 1981
- Sample size: 1072
- Cooperation/Return rate: 72.5%
- Data collection method: Mail

A. Age Breakdown:

18-24	12.9%
25-34	29.4%
35-44	20.2%
45-54	17.7%
55 +	19.8%
Median Age	38.4

B. Male/Female Composition:

Male	48.2%
Female	51.8%

C. Household Income:

Under $10,000	2.7%
$10,000-14,999	4.0%
$15,000-19,999	6.5%
$20,000-24,999	9.6%
$25,000-34,999	18.6%
$35,000-49,999	22.3%
$50,000 +	36.3%
Median Income	$40,800

D. Occupation:

Mgr. /Admin.	49.7%
Prof/Tech	27.3%
Cler/Sales	8.7%
Other Emp.	24.3%
Not Emp.	4.1%

E. Educational Level:

Not H.S. Grad.	4.4%
H.S. Grad.	22.1%
1-3 Yrs. College	25.2%
Coll. Grad. (and beyond)	48.3%

F. Purchasing and Ownership Indicators:
- 74% own their own principal home.
- 48% purchased household furniture bought new.
- 79% own an American car.
- 87% went to the movies.
- 56% purchased records.
- 98% dined out in the past 12 months.
- 53% took pleasure trips by plane in the U.S.
- 84% belong to an organization.
- 92% have an investment portfolio.
- 89% took auto trips of 100 miles or more, one way.

San Diego Magazine

San Diego Magazine Publishing Company
3254 Rosecrans
San Diego, California 92110
(619) 225-8953
Published monthly

Publisher: Edwin and Gloria Self
Advertising Director: Elizabeth Zongker
Other key contacts: Mary Kay Connell, Advertising Promotion Director and Demographics Coordinator.

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its 'What's Doing' and 'Dining Out' columns provide a selective guide to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC, CRMA, MPA
Rate Information:
Rates as of rate card No.35, dated 6/82.

Freq.	BW	4C
1X	1,860	2,800
6X	1,755	2,635
12X	1,645	2,495

Rate Base: 50,000 as of 6/82.

Advertising Data:
- 54% of all advertising space is full page ads.
- 40% of all space is run in full color.

Networks or combination buys through which publication is available: California City Group

Special rate cards available: Real estate

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Fashion	375	24%
2. Restaurants	281	18%
3. Furnishings	250	16%
4. Real estate	234	15%
5. Jewelry	109	7%
All others	314	20%
Total Ad Pages	1563	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. News/feature	559	40%
2. Travel	279	20%
3. Fashion	279	20%
4. Housing	140	10%
5. Guide materials	140	10%
Total Edit. Pages	1397	100%

Primary SRDS Classification No.: 30A

Average Ad/Edit. Ratio: 53.5/46.5

Subscriber Demographics:
- Conducted by: Don Bowdren Associates
- Date: January 1982
- Sample size: 643
- Cooperation/Return rate: 81.6%
- Data collection method: Mail

A. Age Breakdown:

18-34	27%
35-49	29%
50-59	24%
60 +	20%
Median Age	46.4

B. Male/Female Composition:

Male	45%
Female	55%

C. Household Income:

Under $10,000	2%
$10,000-19,999	8%
$20,000-24,999	7%
$25,000-34,999	17%
$35,000-49,999	23%
$50,000 +	43%
Median Income	$44,815

D. Occupation:

Mgr. ./Admin.	39.3%
Prof./Tech.	18.6%
Cler./Sales	7.2%
Other Emp.	5.1%
Not Emp.	31.4%

E. Educational Level:

Not H.S. Grad.	6%
H.S. Grad.	17%
1-3 Yrs. College	31%
Coll. Grad.	30%
Post Grad.	16%

F. Purchasing and Ownership Indicators:
- 9.2% are millionaires.
- 96% have investment portfolios: median value $81,000.
- 94% consume or serve alcoholic beverages.
- 77% took a domestic air trip in the past year.
- 54% dine out 10 or more times per month.
- 32% purchase wine by the case.
- 32% purchased a stereo system in the past year.
- 20.1% own 3 automobiles.
- 16.9% took a cruise in the past 3 years.
- 4.2% purchased a home computer in the past year.

Southern Living

Southern Progress Corporation
820 Shades Creek Parkway
Birmingham, Alabama 35209
(205) 877-6000

See complete media profile in the *Home Service* market analysis section.

Sunset

Lane Publishing Company
Willow & Middlefield Roads
Menlo Park, California 94025
(415) 321-3600

See complete media profile in the *Home Service* market analysis section.

Texas Monthly

Mediatex Communications Corporation
P.O. Box 1569
Austin, Texas 78767
(512) 476-7085
Published monthly

Publisher: Michael R. Levy
Advertising Director: Roger Tremblay
Other key contacts: Mollie Hawkins Sharpe, Marketing Director; David Honneus, Associate Advertising Director

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC
Rate Information:
Rates as of rate card No.11, dated 9/82.

Freq.	BW	4C
1X	6,515	9,980
6X	6,190	9,475
12X	5,865	8,990

Rate Base: 280,000 as of 9/81.

Advertising Data:
- 63% of all advertising space is full page ads.
- 63% of all space is run in full color.

Networks or combination buys through which publication is available: Texas Monthly and California Magazine combination buy.

Special rate cards available: Classified

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Retail/direct mail	406	24.6%
2. Travel/hotel	317	19.2%
3. Liquor	150	9.1%
4. Apparel	126	7.6%
5. Toiletries	119	7.2%
All others	531	32.2%
Total Ad Pages	1649	99.9%

Primary SRDS Classification No.: 30A

Average Ad/Edit. Ratio: 55/45

Market Research Available: Texas Travel Study, University of Texas Graduate School of Business, sample size 1,010.

Syndicated research: MRI

Subscriber Demographics:
- •Conducted by: Erdos and Morgan, Inc.
- •Date: May 1981
- •Sample size: 2,000
- •Cooperation/Return rate: 69%
- •Data collection method: Mail

A. Age Breakdown:

18-24	4%
25-34	31%
35-44	20%
45-54	17%
55 +	28%
Median Age	41.7

B. Male/Female Composition:

Male	51%
Female	49%

C. Household Income:

Under $10,000	3%
$10,000-14,999	4%
$15,000-19,999	6%
$20,000-24,999	9%
$25,000-34,999	15%
$35,000-49,999	24%
$50,000 +	37%
Median Income	$40,784

D. Occupation:

Prof/Tech	68%
Other Emp.	12%
Not Emp.	20%

E. Educational Level:

Not H.S. Grad.	2%
H.S. Grad.	10%
1-3 Yrs. College	27%
Coll. Grad.	25%
Post Grad.	37%

F. Purchasing and Ownership Indicators:
- •82% own their main residence.
- •50% own additional real estate.
- •98% own a passenger vehicle.
- •79% operate 2 or more vehicles.
- •96% took U.S. trips last year.
- •49% took trips abroad in the past 3 years.
- •70% have investment portfolios.
- •99% have credit cards or charge accounts.
- •90% served alcoholic beverages in last month.
- •52% gave alcoholic beverage as a gift in the past year.

The Washingtonian Magazine

Washington Magazine, Incorporated
1828 L Street Northwest
Washington, DC 20036
(202) 296-3600
Published monthly

Publisher: Eleanor Merrill
Advertising Director: Edward Mansfield
Other key contacts: Chris Westfall, Special Projects Manager

Editorial Description: The Washingtonian Magazine is edited for the educated, active residents of the Washington, D.C. area. It features photography and in-depth articles about both the federal city of Washington and the metropolitan area surrounding the District of Columbia. Regular columns cover dining out, wine, real estate, money, people, movies, beauty, fashion, antiques, shopping, sports, travel, the arts; there is a monthly calendar of things to do and places to go.

Member: CRMA, ABC
Rate Information:
Rates as of rate card No.25, dated 3/83.

Freq.	BW	4C
1X	3,625	5,570
6X	3,330	4,995
12X	3,060	4,600

Rate Base: 110,000 as of 3/83.

Networks or combination buys through which publication is available: 5% Baltimore Magazine

Special rate cards available: Book publishers, Mail orders, Schools and Record Companies.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Real estate	199.53	12%
2. Eating/drinking	195.13	11.7%
3. Clothing	193.06	11.6%
4. Home furnishings	69.63	4.2%
5. Beer/wine/liquor/ cigarettes	59.90	3.6%
All others	948.75	57%
Total Ad Pages	16660	100%

Primary SRDS Classification No.: 30A

Average Ad/Edit. Ratio: 55/45

Subscriber Demographics:
- •Conducted by: Don Bowdren Associates
- •Date: February to April, 1981
- •Sample size: 643 subscribers, 181 newsstand
- •Cooperation/Return rate: 74.8%
- •Data collection method: Mail

A. Age Breakdown:

Under 25	8.7%
25-34	30.4%
35-44	24.4%
45-54	18.0%
55-64	12.8%
65 +	5.7%
Median Age	39.2

B. Male/Female Composition:

Male	47.4%
Female	52.6%

C. Household Income:

More than $15,000	96.6%
More than $25,000	86.8%
More than $50,000	50.6%
Average income	$64,475
Median Income	$50,470

D. Occupation:

Mgr. ./Admin.	30.7%
Prof./Sales	28.2%

E. Educational Level:

Attended College	90%
Coll. Grad.	70.7%
Attended Post Grad.	47.3%
Post Grad.	31.4%

F. Purchasing and Ownership Indicators:
- •98.4% dined out 1 or more times a month.
- •94.9% own one or more cars.
- •88.5% attended movies in the past year.
- •74.1% are home owners.
- •49.6% have investment portfolios worth $30,000 to $499,000.
- •1.8% ran for public office.
- •70.5% took one or more domestic pleasure air trips.
- •64.8% own a single family house.
- •43.2% took 1-4 auto trips 100 miles or more away.
- •89.1% entertain at home 1 or more times a month.

Yankee

Yankee Publishing Incorporated
Main Street
Dublin, New Hampshire 03444
(603) 563-8111
Published monthly

Publisher: Rob Trowbridge
Advertising Director: Robert P. Pettegrew

Editorial Description: Yankee is published for New Englanders everywhere. Contents (all New England) include fiction, poetry, articles, photo essays and food, travel, shopping, as well as other service departments.

Member: ABC
Rate Information:
Rates as of rate card No.49, dated 9/82.

Freq.	BW	4C
1X	5,600	7,670
6X	5,265	7,210
12X	4,650	6,370

Rate Base: 900,000 as of 9/82.

Advertising Data:
- •26% of all advertising space is full page ads.
- •16% of all space is run in full color.

Special rate cards available: Mail order, Consumer, Real Estate and Classified

Demographic or Regional Editions: A/B Split

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Mail order	917	80%
2. Consumer	115	10%
3. Travel & Resort	80	7%
4. Real Estate	23	2%
5. Books/periodicals	11	1%
Total Ad Pages	1146	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Travel	120	9.8%
2. Food	116	9.5%
3. Current profiles	110	9.0%
4. Scenic photography	84	6.9%
5. Fiction	72	5.9%
All others	724	59%
Total Edit. Pages	1226	100%

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 50/50

Syndicated Research: MRI

Subscriber Demographics:
- •Conducted by: Erdos & Morgan
- •Date: 1981
- •Sample size: 1,500
- •Cooperation/Return rate: 77%
- •Data collection method: Mail

Figures are FOLIO estimates for the calendar year 1982.

City & regional (continued...)

Yankee (cont.)

A. Age Breakdown:

18-24	.8%
25-34	11.7%
35-44	14%
45-54	18.8%
55+	54.7%
Median Age	57.3

B. Male/Female Composition:

Male	42%
Female	58%

C. Household Income:

Under $10,000	14.3%
$10,000-14,999	12.4%
$15,000-19,999	9.0%
$20,000-24,999	14.4%
$25,000-34,999	21.1%
$35,000-49,999	15.8%
$50,000+	13.0%
Median Income	$24,968

D. Occupation:

Mgr. /Admin.	24.8%
Prof./Tech.	26.8%
Cler./Sales	5.0%
Other Emp.	10.3%
Not Emp.	33.1%

E. Educational Level:

Not H.S. Grad.	8.8%
H.S. Grad.	30.1%
1-3 Yrs. College	24.6%
Coll. Grad.	15.9%
Post Grad.	20.6%

F. Purchasing and Ownership Indicators:
- 72% purchased a product or visited a place advertised in Yankee.
- 85% own homes.
- 35% have done home remodeling in the last year.
- 84% took a trip in the US in the last year.
- 90.3% own a camera.
- 63% own 2+ motor vehicles.
- 62% do flower gardening.
- 53% do vegetable gardening.
- 47% collect antiques.
- 37% own a chain saw.

Women's fashion (continued)

(continued from 446)

Harper's Bazaar (cont.)

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 53.2/46.8

Market Research Available: 1981 Harper's Bazaar Reader Profile conducted by Starch. 1900 questionnaires, questions on reader involvement, health & beauty entertainment, liquor, travel, home ownership, credit cards, automotive, fashion, watches, jewelry, and investments.

Subscriber Demographics:
- Conducted by: Starch Inra Hooper
- Date: April 1981
- Sample size: 2900
- Cooperation/Return rate: 55% subscriptions, 26.9% single copy buyers
- Data collection method: Mail

A. Age Breakdown:

18-24	29.3%
25-34	30.7%
35-44	14.2%
45-54	11.0%
55+	9.3%
Median Age	30

B. Male/Female Composition:

Male	2.7%
Female	97.3%

C. Household Income:

Under $10,000	4.0%
$10,000-14,999	6.2%
$15,000-19,999	7.1%
$20,000-24,999	10.7%
$25,000-34,999	11.8%
$35,000-49,999	19.9%
$50,000+	28.8%
Median Income	$38,454

D. Occupation:

Mgr. /Admin.	27.6%
Prof/Tech	26.9%
Cler/Sales	27.8%
Other Emp.	14.0%
Not Emp.	3.7%

E. Educational Level:

Not H.S. Grad.	4.4%
H.S. Grad.	17.2%
1-3 Yrs. College	36.6%
Coll. Grad.	23.0%
Post Grad.	9.6%

F. Purchasing and Ownership Indicators:
- 76.5% took 2+ trips in last 12 months.
- 87.1% took foreign trip by air in past 3 years.
- 91.9% own a car.
- 42.7% own a VISA credit card.
- 74.7% bought designer jeans in last year.
- 70% bought 5+ blouses in last year.
- 74% own 10+ pairs pf shoes.
- 87.5% buy gold jewelry.
- 65.0% own local department store and specialty store credit cards.
- 70.4% traveled by car in last year.

Mademoiselle

Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8800
Published monthly

Publisher: Joseph L. Fuchs
Advertising Director: Elliot Marion

Editorial Description: Mademoiselle is edited for the woman 18-34, and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC
Rate Information:
Rates as of rate card No.36, dated 2/83.

Freq.	BW	4C
1X	12,850	18,720
6X	12,850	18,720
12X	12,850	18,720

Rate Base: 1,050,000 as of 2/83.

Advertising Data:
- 80% of all advertising space is full page ads.
- 71% of all space is run in full color.

Networks or combination buys through which publication is available: The Conde Nast Package of Women.

Special rate cards available: Retail, Travel, Mail order, Schools

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Beauty/health	664	44%
2. Apparel	320	21%
3. Retail	160	11%
4. Smoking	98	6%
5. Business/cons. services	62	4%
All others	219	14%
Total Ad Pages	1523	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Apparel/access	389	27%
2. Culture/humanities	319	22%
3. Beauty	264	18%
4. Food/nutrition	84	6%
5. Health/medical science	77	5%
All others	308	22%
Total Edit. Pages	1441	100%

Primary SRDS Classification No.: 50

Average Ad/Edit. Ratio: 52/48

Syndicated Research: Simmons and MRI

Vogue

The Conde Nast Publications
350 Madison Avenue
New York, New York 10017
(212) 880-8800
Published monthly

Publisher: Richard A. Shortway
Advertising Director: David Rubin

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC, MPA

'W'

Fairchild Publications
633 Third Avenue
New York, New York 10017
(212) 741-4277

See complete media profile in the *Women's Lifestyle* market analysis section.

Automotive (continued)

(continued from 562)

Motor

The Hearst Corporation
555 West 57th Street
New York, New York 10019
(212) 262-8631
Published monthly

Publisher: Philip D. Shalala
Other Key Contacts: Regional Managers: Sal Gitto, Tom Jones, Ray D. Moore, Robert H. Swenson

Editorial Description: Motor is for the professional automobile and light-truck mechanic. The publication contains regular how-to articles on repair and preventive maintenance techniques. It also includes information on the products and equipment needed in the service business, as well as feature articles on management and merchandising. Although the emphasis is technical, Motor offers its readers additional in-depth investigative reports on important aftermarket issues, as well as industry news and market trends.

Member: ABC
Rate Information:
Rates as of rate card No. 36, dated 1/1/83.

Freq.	BW	4C
1X	5,125	7,035
6X	4,820	6,730
12X	4,670	6,580

Advertising Data:
- •74% of all advertising space is full page ads.
- •57% of all space is run in full color.
- •165 advertisers placed 1/6 pg. or more in 1982.
- •76 advertisers ran 6X or more in 1982.

Demographic or regional editions: Geographic edition if requested by advertiser; minimum circulation of 25,000 accepted in full states only.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Replacement parts	216	37.8%
2. Equipment & Tools	190	33.2%
3. Multiple Products	70	12.2%
4. Service Supplies	28	4.9%
5. Motor Vehicles	19	3.3%
All Others	49	8.6%
Total Ad Pages	572	100.0%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Tech/Service	247	46.5%
2. Industry News	123	23.2%
3. Product/News	59	11.1%
4. Gen Interest	34	6.4%
5. New Cars/Trucks	32	6.0%
All others	36	6.8%
Total Edit Pages	531	100.0%

Primary SRDS Classification No.: 6

Average Ad/Edit Ratio: 52/48

Other Subscriber Research: "Editorial & Advertising Impact Studies," Ballot Research Div., Starch/INRA/Hooper; Jan., May, Sept. every year; 350 subscribers; questions on editorial & advertising readership, buying habits and influence, types of repair performed, business activity. "Reader Profile Study" 1980-81; 1500 subscribers, Starch/INRA/Hooper.

Business Analysis of Circulation
1 —New car & truck dlrs. establishments.
2 —Repair & service outlets.
2-1—General & specialty repair shop.
2-2—Gasoline service station.
2-3—Retail stores doing repair work.
2-4—Ind. body shops.
3 —Automotive jobber & warehouse distrs.
4 —Fleets.
ST —Subtotal.
5 —Mftrs. of motor vehicle & equip.
6 —Banks, ins. & finance cos.
7 —Trade school.
8 —Associations.
9 —Government.
10 —Awaiting class. by bus & ind.
TL —TOTAL

TL. Total A. Co. subscriptions—owners, execs., service mgrs. & foremen B. Mechanics C. Salesmen & all other employees.

	TL	A	B	C
1 —	15094	14181	705	208
2 —	91239	86994	3712	533
2-1—	52389	49302	2716	371
2-2—	22580	21816	710	54
2-3—	2704	2476	150	78
2-4—	13566	13400	136	30
3 —	4091	3866	128	97
4 —	10012	8265	1242	505
ST —	120436	113306	5787	1343
5 —	821	—	—	—
6 —	476	—	—	—
7 —	4501	—	—	—
8 —	662	—	—	—
9 —	651	—	—	—
10 —	498	—	—	—
TL —	128045	—	—	—

Product design engineering (continued)

(continued from 639)

Machine Design (cont.)

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Electrical & Electronics	622	24.2%
2. Fluid Power	242	9.4%
3. Mechanical	281	10.9%
4. Materials	232	9.0%
5. Complete Machines	242	9.4%
All others	949	37%
Total Edit Pages	2,568	

Primary SRDS Classification No.: 120

Average Ad/Edit Ratio: 62/38

Business Analysis of Circulation
TL —Total

SIC. TL. Total. A. Prod. or sys. design eng. B. Design of equip. for in-plant use. C. Research & development. D. Testing, reliability assurance quality control & standards. E. Other design eng. F. Eng. mgmt. G. Eng & tech. libraries & co. cop.

SIC	TL	A	B	C	D	E	F	G
20—	516	67	212	57	13	19	138	12
21—	73	14	19	5	2	5	28	—
22—	277	32	105	29	19	4	86	2
23—	74	17	25	5	4	4	19	
24—	153	19	59	20	4	6	45	—
25—	333	108	46	28	15	12	124	—
26—	705	105	260	57	16	23	234	10
27—	221	18	89	21	9	6	77	1
28—	4796	339	850	341	142	113	662	32
29—	308	45	80	82	17	14	67	3
30—	1377	294	392	158	56	36	432	9
31—	29	7	9	—	—	1	12	—
32—	924	150	350	104	37	31	243	9
33—	1880	295	715	127	82	79	572	10
34—	15408	4507	2848	1756	1146	691	4411	49
35—	48932	20124	5082	5399	3967	1910	12261	189
36—	40412	15323	5717	4954	3910	1593	8724	191
37—	27879	9351	2891	3937	3380	1547	6642	131
38—	17152	6577	2421	2387	1381	580	3734	72
39—	2051	603	434	235	110	67	596	6
73—	1008	206	104	363	51	13	259	12
82—	481	33	13	127	12	206	49	41
89—	2509	981	204	198	78	121	902	25
91-97—	180	32	12	38	25	16	54	3
TL—	165361	59247	22937	20428	14476	7097	40369	807

Product Design & Development

Chilton Company
Chilton Way
Radnor, Pennsylvania 19089
(215) 964-4355
Published monthly

Publisher: Thomas L. Carey
Other Key Contacts: Kathleen Raum, Marketing Manager

Editorial Description: Product Design & Development is a product news magazine for design engineers. Its editorial focuses on new or improved materials, components, systems, and equipment—the full spectrum of products needed to solve today's complex design problems. Certain feature articles on subjects of special interest are included, as is new supplier literature.

Member: BPA, MPA, ABP

Business Analysis of Circulation
• —Other SIC groups each less than 1% of total
TL —Total

SIC. TL. Total A. Prod. or system design eng. B. Design of equip. for in-plant use C. Research & development D. Testing, reliability, assurance quality control & standards E. Other design eng. F. Eng.-mgmt. G. Eng. & technical library & co. copies.

	TL	A	B	C	D	E	F	G
28—	2408	368	393	632	322	170	513	10
30—	1786	408	289	265	175	84	556	9
33—	2337	461	428	342	265	143	685	13
34—	17649	4604	2148	1513	2133	951	6222	78
35—	42777	15071	3580	3815	5720	2697	11643	251
36—	39966	13510	4182	4017	6233	2455	9064	205
37—	15413	4301	1494	1734	2667	1202	3927	88
38—	17217	6195	1605	1950	2526	1010	3845	86
39—	2164	751	276	277	342	109	397	12
89—	2348	825	148	222	185	305	647	16
•—	6505	1364	782	1133	807	556	1816	47
TL—	151010	48085	15341	15969	21291	9719	39794	811

(continued from 632)

RN (cont.)

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Recruitment	547	72%
2. Pharmaceutical	110	15%
3. Products/Accessories	47	6%
4. Clothing	23	3%
5. Publishers	34	4%
Total Ad Pages	761	100%

Top 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Clinical	565	63%
2. Professional	192	22%
3. General	62	7%
4. News	74	8%
Total Edit Pages	893	100%

Primary SRDS Classification No.: 102

Average Ad/Edit Ratio: 46/54

Other Subscriber Research: Conducted by Medical Economics Research Group: "RN Involvement with Ethical Drugs," 1/79, sample size: 804, questions on Rxs; "RN Involvement with Hospital Products," 12/79, sample size: 796, questions on health-care products used in hospital setting; "Assessment of Nursing Shortage," 9/80, sample size: 2,324, questions on nursing positions availabe, turnover, etc.; "RN Involvement with OTC Products," 4/81, sample size: 317, questions on over-the counter products, specific brand recommendation; "Working Conditions Study," 11/81, sample size: 2,535, questions on workload, personnel requirements, hours and shifts worked, benefits packages, etc.; "The *RN*/RN Subscriber Study," 7/82, sample size: 1,793, questions on purchasing influence of and importance of information on Rx, OTCs, surgical products, needles, syringes, tanks, hospital furniture and other health-related products/equipment; "Career Opportunity Survey," 9/82, sample size: 509, questions on nursing position availability by specialty now and projected for 1987.

Plant operation & engineering

(including electrical engineering) (continued)

(continued from 637)

Power (cont.)

Rate Information:
Rates as of rate card No. 29, dated 10/82.

Freq.	BW	4C
1X	3,905	5,085
6X	3,600	4,745
12X	3,500	4,620

Rate Base: 55,000 as of 1/83.

Advertising Data:
- 75% of all advertising space is full page ads.
- 50% of all space is run in full color.
- 350 advertisers placed 1/6 pg. or more in 1982.
- 200 advertisers ran 6X or more in 1982.

Networks or combination buys through which publication is available: McGraw-Hill Network.

Demographic or regional editions: Power International Advertising Section. Issues including this section go only to Power subscribers outside the United States—offered monthly.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Fluid Handling	278	20%
2. Steam Gen.	208	15%
3. Pollution Control	180	13%
4. Inst. & Control	167	12%
5. Fuel & Fuel Handling	139	10%
All Others	420	30%
Total Ad Pages	1392	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Steam Gener.	180	16%
2. Fluid Handling	105	9%
3. Pollut. Control	104	9%
4. Inst. & Control	174	16%
5. Plant Electric	57	5%
All others	496	45%
Total Edit Pages	1116	100%

Primary SRDS Classification No.: 117

Average Ad/Edit Ratio: 55/45

Other Subscriber Research: "Subscriber Profile and Buying Influence Study," Harvey Research, Spring '83, sample size: 2000, covered 100 product/advertising categories.

Business Analysis of Circulation

1 —Paid Subscriptions
2 —Non-paid distribution
TL —Total

TL. Total. A. Process industries. B. All other mfg., incl. mining. C. Public utilities. D. Consulting eng. firms, incl. design, research, constr. & architect-engrs. firms E. Institutional, service & commercial establishments F. Gov't agencies, except those classified elsewhere G. Mftrs., reps., distrs, dirs. & sales staffs. H. Educational incl. eng. schools, libraries, teacher & students. I. Other. J. Awaiting classification

	TL	A	B	C	D	E	F
1 —	52678	10126	10222	12012	12384	4668	1649
2 —	3359	—	—	3359	—	—	—
TL —	56037	10126	10222	15371	12384	4668	1649

	G	H	I	J
1 —	410	933	95	179
2 —	—	—	—	—
TL —	410	933	95	179

(continued from 566)

Chemical Week (cont.)

(2-2) —Ind. research, development & testing labs. & consulting chemists & other scientists.
(2-3) —Mgmt. & other consultants.
(2-4) —Government.
(2-5) —Public utilities.
3 —Ind. wholesalers, jobbers, retailers & mfrs.' reps.
4 —Professors & instructors.
5 —Financial: banks, trust cos., investment houses, insurance cos.
6 —Chemical eng. & chemistry students.
7 —Univers., colleges & technical students.
8 —Newsdealers, booksellers & societies.
9 —Public libraries.
10 —Other (not elsewhere classified).
11 —Awaiting class by business & industry.

TL	1	(1-1)	(1-2)	(1-3)	(1-4)
53384	41283	14514	5775	2330	3308
(1-5)	(1-6)	(1-7)	(1-8)	(1-9)	(1-10)
1509	1358	1410	5394	3610	978
(1-11)	2	(2-1)	(2-2)	(2-3)	(2-4)
631	4541	1440	1143	789	796
(2-5)	3	4	5	6	7
373	3789	70	627	41	720
8	9	10	11		
126	227	1277	672		

Hydrocarbon Processing

Gulf Publishing Co.
P.O. Box 2608
3301 Allen Parkway
Houston, Texas 77001
(713) 529-4301
Published monthly

Other Key Contacts: George Skelton, Vice President Sales

Editorial Description: Hydrocarbon Processing is edited for people in the worldwide Hydrocarbon Processing Industry, (oil, petrochemical, gas and synfuel plants). These include personnel who are employed both by operating companies and engineer-constructor firms. Annual editorial content averages: News, 24.4%; Management Guidelines 15.6%; Technical and Economic, 60.0%. Regular features are: HP Impact, Who's Building, Construction Boxscore, New Developments in Products and Services.

Member: ABC, ABP

(continued from 610)

Progressive Grocer (cont.)

Editorial Description: Progressive Grocer is edited for executives in the retail grocery industry. Progressive Grocer contains in-depth studies on major areas of current and long-term importance to business. Coverage includes consumer attitude and behavioral research. Regular features include Store of the Month and seasonal merchandising reports.

Member: BPA, ABP

Business Analysis of Circulation

1	—Retailers: headquarters pers. (incl. regional & district pers. & single store owners): Supermarkets
2	—Store pers.—supermarkets.
2-1	—Store mgrs.
2-2	—Dept. mgrs.
ST	—Subtotal.
5	—Wholesale pers.
5-1	—Voluntary headquarters.
5-2	—Cooperative headquarters.
5-3	—Unaffiliated headquarters.
5-4	—Specialty wholesalers—candy, tobacco, news media.
5-5	—Rack jobber/service merchandisers.
6	—Food broker pers.
7	—Food assns., schools, colleges, libraries & gov't agencies.
TL	—TOTAL

TL. Total. A. Single store. B. 2 or 3 stores. C. 4-10 stores. D. 11-50 stores. E. 51-200 stores. F. 201 or more stores.

	TL	A	B	C	D	E	F
1 —	26957	11272	1324	1885	3417	3613	5446
2 —	—	—	—	—	—	—	—
2-1 —	22982	—	2403	2925	3932	4775	8947
2-2 —	11566	973	360	719	1245	2603	5666
ST —	61505	12245	4087	5529	8594	10991	20059
5 —	12858	—	—	—	—	—	—
5-1 —	6650	—	—	—	—	—	—
5-2 —	2306	—	—	—	—	—	—
5-3 —	1062	—	—	—	—	—	—
5-4 —	1368	—	—	—	—	—	—
5-5 —	1472	—	—	—	—	—	
6 —	1869	—	—	—	—	—	
7 —	107	—	—	—	—	—	
TL —	76339	—	—	—	—	—	

(continued from 624)

Tooling & Production

Huebner Publications, Inc.
6521 David Ind. Parkway
Solon, Ohio 44139
(216) 248-1125
Published monthly

Publisher: Thomas J. Corcoran
Other Key Contacts: Mary Louise Nemeth, Vice President, Marketing; Courtney S. Schron, National Sales Manager

Editorial Description: Tooling & Production is published to give plant operating managers and engineers a reliable source of information on how to make metal parts and products better, faster and at lower cost. Specific stories cover tooling and production methods germane to machining, presswork-ing and related processes of removing and forming metal.

Member: BPA
Rate Information:
Rates as of rate card No. 36, dated 1/83.

Freq.	BW	4C
1X	2,382	3,222
6X	2,263	3,103
12X	2,218	3,058

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Met. Cut. Mach. Tls.	575.8	33%
2. Cutting Tools	244.3	14%
3. Mach. Tools Access.	226.8	13%
4. Instruments	139.6	8%
5. Met. Form. Mach. Tls.	122.1	7%
All Others	436.2	25%
Total Ad Pages	1745	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Features	423.4	45%
2. Ind. News	131.7	14%
3. New Products	207.0	22%
All others	178.7	19%
Total Edit Pages	941	100%

Primary SRDS Classification No.: 88

Average Ad/Edit Ratio: 66/34

Business Analysis of Circulation

*	—Other mfg. industries
**	—Other non-mfg. industries
TL	—Total

SIC. TL. Total A. Co. names & libraries B. Co. mgmt. C. Mfg. production—mgmt. D. Mfg. production—dept. E. Mfg. eng.—mgmt. F. Mfg. eng. —engrs. G. Other mfg. pers. H. Product design, research & development—mgmt. I. Production design, research & development—engrs. J. Other design pers. R. Metallurgical L. Purchasing

SIC	TL	A	B	C	D	E	F	G
25—	267	—	42	48	30	40	81	1
33—	2309	—	310	564	356	257	690	13
34—	13400	—	2866	2815	1685	1345	3555	82
35—	27649	3	5004	4927	3088	2798	9334	203
36—	11389	—	1036	1911	1239	1248	4772	71
37—	8438	—	626	1301	862	1046	3861	102
38—	4545	—	442	800	620	477	1707	26
39—	1759	—	371	440	213	181	374	10
*—	240	—	29	40	35	38	76	3
**—	72	—	8	3	17	3	25	1
TL—	70068	3	10734	12849	8145	7433	24475	512

SIC	H	I	J	K	L
25—	5	6	1	—	13
33—	14	35	3	13	54
34—	139	273	37	19	584
35—	415	753	127	39	958
36—	177	459	64	16	396
37—	99	198	19	19	305
38—	76	184	47	11	155
39—	30	42	8	1	89
*—	3	11	—	—	5
**—	1	11	1	1	1
TL—	959	1972	307	119	2560

(continued from 618)

Sales & Marketing Management

8	—Marketing service co. incl. their pers.
9	—Misc., incl. colleges & schools.
10	—Awaiting classification.
TL	—Total

TL. Total A. Chairmen, pres., owners, partners, gen. mgrs. & other corporate mgmt. B. Vice-pres. (incl. vice-pres. marketing, sales). C. Sales or marketing dirs. & mgrs., product & brand mgmt. titles incl. those with title of assts. D. Regional sales & marketing dirs. & mgrs., incl. those with titles of assts. E. Adv. dirs. & mgrs., marketing services dirs. & mgrs., incl. those with title of assts. F. Subs. in co. name G. Awaiting title classification by title.

	TL	A	B	C	D	E	F	G
1—	22535	2979	3987	8205	3185	1744	500	1935
2—	9590	2702	1727	1695	526	1605	524	811
3—	5754	1910	1092	1465	483	325	72	407
4—	4432	1450	725	870	237	441	91	618
5—	4052	342	123	192	46	881	1968	500
6—	1081	138	65	118	36	57	43	624
7—	1234	—	—	—	—	—	—	—
TL—	47444	9521	7719	12545	4513	5053	3198	4895
7—	499	—	—	—	—	—	—	—
8—	2951	—	—	—	—	—	—	—
9—	3774	—	—	—	—	—	—	—
10—	943	—	—	—	—	—	—	—
TL—	47434	—	—	—	—	—	—	—

(continued from 590)

Construction Equipment (cont.)

Market Research Available: Starch, 1/82, 6/82, and 9/82. Harvey, 3/82 and 7/82. Cranes, parts, components and accessories, finance/bonding/insurance, construction materials all conducted by Bureau of Marketing Research, all 400+ sample size.

Business Analysis of Circulation

1 —General contrs.
(1-1) —Cor'rs. primarily engaged in highway & heavy constr.
1-2 —Contrs. primarily engaged in gen. building constr.
1-3 —Contrs. engaged in both.
2 —Constr. materials producers.
3 —Other users of constr. equip. & products.
3-1 —Industrial cos.
3-2 —Utilities.
3-3 —Mining.
3-4 —Logging.
4 —Govt.
4-1 —Federal.
4-2 —State.
4-3 —County.
4-4 —Local.
5 —Mftrs. of constr. equip. & supplies.
6 —Distrs./dirs. of constr. equip., materials & supplies.
7 —Equip. rental houses.
TL —Total

TL. total A. Management B. Purchasing. C. Supervisory field & operating staff. D. Engineering. E. Equipment staff. F. Heavy equipment operators. G. Other titled & non-titled pers.

	TL	A	B	C	D	E	F
1—	60859	36414	1103	11745	3069	5458	1223
(1-1)—	38109	22515	584	7560	1786	3690	892
1-2—	9767	6345	223	1696	514	537	114
1-3—	12983	7554	296	2489	769	1231	217
2—	6744	3769	149	1559	215	725	116
3—	9798	2854	525	3002	1464	1600	111
3-1—	3030	1028	140	826	475	447	41
3-2—	2027	346	183	754	360	303	22
3-3—	4136	1219	180	1273	589	744	38
3-4—	605	261	22	149	40	106	10
4—	—	—	—	—	—	—	—
4-1—	540	109	19	134	164	73	5
4-2—	929	132	25	197	317	203	8
4-3—	1688	364	44	553	350	301	38
4-4—	2181	599	76	807	262	365	21
5—	2638	1118	50	556	726	114	5
6—	3394	2463	27	413	57	370	5
7—	791	625	10	52	11	67	18
TL—	89562	48447	2028	19018	6635	9276	1550

	G
1—	1847
(1-1)—	1082
1-2—	338
1-3—	427
2—	211
3—	242
3-1—	73
3-2—	59
3-3—	93
3-4—	17
4—	—
4-1—	36
4-2—	47
4-3—	38
4-4—	51
5—	69
6—	59
7—	8
TL—	2608

Engineering News-Record

McGraw-Hill Inc.
1221 Avenue of the Americas
New York, New York 10020
(212) 997-3131
Published weekly

Publisher: David J. McGrath
Other Key Contacts: Lyn Lutjen, Marketing Services Manager; Dennis Witenstein, Advertising Business Manager; Helen Kiesel, Production Manager

Editorial Description: Engineering News-Record is a news magazine reporting Business News and Technical News related to developments in the design and construction of highways, buildings, transportation, water and sewage. The various types of construction other than homebuilding. Regular Business News includes: construction contract awards, planned projects, bid dates, legislation, labor, costs, prices, wages; profiles of people and companies; employment. Technical News includes: design and construction case histories; job stories, accidents, failures, safety; planning; site selection; materials and equipment. Coverage is international in scope.

Member: ABC, ABP, MPA
Rate Information:
Rates as of rat card No. 33, dated 1/6/83.

Freq.	BW	4C
1X	4,570	6,385
6X	4,445	6,135
13X	4,320	5,885

Advertising Data:
•83% of all advertising space is full page ads.
•47% of all space is run in full color.

Networks or combination buys through which publication is available: McGraw-Hill Professional/Managerial Network.

Demographic or regional editions: 3 Demographics & 8 Regional editions available.

Top Four 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Trans/Blds/Wat Res	945	47%
2. Const. Bus. Fin.	375	19%
3. Leg. Price, Stat, Cost	408	21%
4. Labor, Legal	182	9%
All others	80	4%
Total Edit Pages	1,990	100%

Primary SRDS Classification No.: 41

Average Ad/Edit Ratio: 60.5/39.5

Market Research Available: Pre-Engineered Metal Building Survey (ENR, 1,487), Heavy Truck Survey (ENR, 2,797). 1982 Automation Systems Study (ENR, 341).

Other Subscriber Research: 1981 Excavating Contractors Survey, in-house, 793. 1981 Associated General Contractors Survey, in-house, 3,194. 1981 Equipment-Owning Giants Survey, Glen Oaks Research, 327. 1982 American Consulting Engineers Council survey—ENR, 809. 1982 American Inst. Chemical Engineers Survey—ENR, 407.

Business Analysis of Circulation

1 —Contractors.
1-1 —Specializing in constr. other than buildings.
1-2 —Specializing in building constr.
1-3 —Engaged in both.
2 —Special trade contrs., contracting for only such parts of building constr. as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical & painting.
3 —Producers of building & constr. materials (incl. cement, cement products, sand, gravel, & other aggregates, clay products & other raw material).
4 —Commercial & industry orgs. (incl. trans. & privately owned utility cos.).
5 —Government.
5-1 —Federal.
5-2 —State, country, township & district.
5-3 —Municipal.
5-4 —International.
6 —Mfrs. of constr. equip. & supplies.
7 —Distrs. of constr. equip., materials & supplies.
8 —Consulting engrs.
9 —Architects.
10 —Eng. schools, instructors & students.
11 —Libraries, clubs, professional & trade assns.
12 —Miscellaneous.
13 —Awaiting class.
TL —Total.

TL. Total A. Subs. in co. name, owners, corporate execs., gen mgrs. & mgrs. B. Chief & staff engrs. C. Staff arch. designers & draftsmen. D. Const. supts. & supry. staff E. Other dept. mgrs. & dept. heads. Equip. maintenance supts. master mechanics & heavy F. equip. operators. G. Other employees.

	TL	A	B	C	D	E	F
1—	—	—	—	—	—	—	
1-1—	15798	6560	3831	389	3373	930	236
1-2—	12851	6599	1697	420	3253	539	53
1-3—	9868	4236	2116	261	2195	654	108
2—	4157	2572	317	105	732	233	32
3—	4270	1872	708	69	134	1125	16
4—	16251	7301	3655	229	583	3198	92
5—	—	—	—	—	—	—	
5-1—	3773	1753	1203	50	154	397	21
5-2	3302	816	1764	45	177	273	61
5-3	2104	493	1005	16	285	178	47
5-4—	800	536	148	7	25	46	5
6—	1105	388	159	8	15	378	4
7—	1946	1201	68	6	12	446	5
8—	18113	10228	5394	322	1123	604	23
9—	2549	1645	349	281	114	99	—
10—	3113	1204	80	31	31	154	4
11—	1627	1182	55	5	17	168	15
12—	2064	480	81	11	22	102	8
13—	983	311	153	18	24	111	11
TL—	104674	49377	22783	2273	12269	9635	741

	G
1—	—
1-1—	479
1-2—	290
1-3—	298
2—	166
3—	346
4—	1193
5—	—
5-1—	195
5-2—	166
5-3—	80
5-4—	33
6—	153
7—	208
8—	419
9—	61
10—	1609
11—	185
12—	1360
13—	355
TL—	7596

(continued from 635)

Petroleum Engineer International

Harcourt Brace Jovanovich Publications
1309 Main Street, Suite 800
Dallas, Texas 75202
(214) 748-4403
Published 15 times monthly, plus 15h March, July, & Nov.

Publisher: Abbott Sparks

Other Key Contacts: Jim Donnelly, Publication Manager

Editorial Description: Petroleum Engineer International is edited for petroleum industry engineers and related technical people, providing practical engineering, operating, and methods technology to help engineer profits into oil and gas drilling producing worldwide. Editorial approach emphasizes technical, methods, operating, and engineering advances of profit potential for drilling and producing. Content also includes interpretive news, feature stories highlighting trends, editorial opinion, forecasts of technical developments, new equipment and profiles of technical leaders. Special section, Offshore Technology, is devoted to the technical information and needs of those involved in exploration, drilling and producing of oil and gas in the marine environment, worldwide.

Member: ABC

Rate Information:

Rates as of rate card No. 16, dated 8/82.

Freq.	BW	4C
1X	2,725	3,725
4X	2,675	3,675
8X	2,625	3,625

Advertising Data:

- •93% of all advertising space is full page ads.
- •81% of all space is run in full color.
- •440 advertisers placed 1/6 pg. or more in 1982.
- •90 advertisers ran 6X or more in 1982.

Special rate cards available: Classified only.

Demographic or regional editions: Export to 105 countries outside U.S.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Mgmt./Economics	290	24%
2. Engineering/Operating	276	23%
3. Methods	210	18%
4. Offshore Technology	181	15%
5. New Equip./Literature	114	10%
All others	119	10%
Total Edit Pages	1190	100%

Primary SRDS Classification No.: 111

Average Ad/Edit Ratio: 58/42

Other Subscriber Research: "Brand Recognition Rankings," details on methodology. "Profile of International Oil & Gas Operating Management," details on methodology.

Business Analysis of Circulation

1 —Producing (incl. drilling).
2 —Equip. mftrs., supply dlrs. & service cos.
3 —Financial: lease, land & royalty owners, financial & other investors.
4 —Miscellaneous.
4-1 —Assns. & libraries.
4-2 —Govt. agencies, employees (state & federal).
4-3 —Educational (colleges, professors & students).
4-4 —All others.
TL —Total

TL. Total A. Subs. in co. name B. Co. officials, dirs. & mgrs. C. Land, lease & legal depts., incl. scouts D. Contrs.-drilling E. Engrs. F. Supts. G. Foremen H. Ind. producers I. Chemists & geologists J. Purchasing agents K. Field, plant & misc. workers L. Awaiting class. by title & occupation

TL	A	B	C	D	E	F	G	H
1—	33511	621	4068	9	3608	14010	7116	1585
2—	3134	—	—	—	—	—	—	—
3—	98	—	—	—	—	—	—	—
4—	1181	—	—	—	—	—	—	—
4-1—	122	—	—	—	—	—	—	—
4-2—	251	—	—	—	—	—	—	—
4-3	553	—	—	—	—	—	—	—
4-4	255	—	—	—	—	—	—	—
TL—	37924	—	—	—	—	—	—	—
TL	**I**	**J**	**K**	**L**				
1—	1876	140	32	131	315			
2—	—	—	—	—	—			
3—	—	—	—	—	—			
4—	—	—	—	—	—			
4-1—	—	—	—	—	—			
4-2	—	—	—	—	—			
4-3—	—	—	—	—	—			
4-4—	—	—	—	—	—			
TL—	—	—	—	—	—			

World Oil

Gulf Publishing Co.
3301 Allen Parkway
Houston, Texas 77009
(713) 529-4301
Published 14 times a year

Publisher: Bill Dudley

Advertising Director: Lanie Finlayson

Other Key Contacts: Jay Durham, Director of Advertising and Public Relations; Sam Sorrel, Vice President, Sales

Editorial Description: World Oil is edited for people engaged in gas and oil exploration, drilling and production. Yearly editorial content averages: New Technical Developments and Engineering-operating Techniques, 44%; Industry Happenings and New Equipment, 15%; Economics and Management, 22%; International Developments, 15%. Regular Features: An Interpretive Look at What's Happening in the Industry; Editorial Page; Editor's columns dealing with current domestic and international events in drilling, production, exploration and politics; Industry at a Glance; New Equipment and Services; New Literature; and People in the Industry.

Member: ABC

Rate Information:

Rates as of rate card No. 41, dated 1/1/83.

Freq.	BW	4C
1X	2,485	3,310
7X	2,425	3,250
14X	2,350	3,175

Networks or combination buys through which publication is available: Super section: in combination with Hydrocarbon Processing and Pipeline Industry.

Demographic or regional editions: International edition.

Primary SRDS Classification No.: 111

Business Analysis of Circulation

1 —Producing (incl. drilling).
2 —Equip. mftrs., supply dealers & service cos.
2-1 —Equip. mftrs.
2-2 —Supply cos. & supply store.
2-3 —Service cos.
3 —Financial.
3-1 —Banks, trust cos. & insurance cos.
4 —Misc.
4-1 —Assocs. & libraries.
4-2 —gov't agencies, employees (state & federal).
4-3 —Educational (colleges, professors & students).
4-4 —All other.
TL —Total

TL. Total A. Co. subs. B. Co. officials, dirs. & mgrs. C. Land, lease & legal depts. incl. scouts. D. Contrs.—drilling. E. Engrs. F. Supts. G. Foremen. H. Ind. producers. I. Chemists & geologists. J. Purchasing agents. K. Field & misc. workers. L. Awaiting class. by title & occupation.

	TL	A	B	C	D	E	F	G
1—	36257	1387	7247	92	2734	10877	5267	1982
2—	2161	—	—	—	—	—	—	—
2-1—	743	—	—	—	—	—	—	—
2-2—	601	—	—	—	—	—	—	—
2-3—	817	—	—	—	—	—	—	—
3—	289	—	—	—	—	—	—	—
3-1—	289	—	—	—	—	—	—	—
4—	1707	—	—	—	—	—	—	—
4-1—	242	—	—	—	—	—	—	—
4-2—	281	—	—	—	—	—	—	—
4-3—	563	—	—	—	—	—	—	—
4-4—	621	—	—	—	—	—	—	—
TL—	40414	—	—	—	—	—	—	—
	H	**I**	**J**	**K**	**L**			
1—	2859	2586	488	727	11			
2—	—	—	—	—	—			
2-1—	—	—	—	—	—			
2-2—	—	—	—	—	—			
2-3—	—	—	—	—	—			
3—	—	—	—	—	—			
3-1—	—	—	—	—	—			
4—	—	—	—	—	—			
4-1—	—	—	—	—	—			
4-2—	—	—	—	—	—			
4-3—	—	—	—	—	—			
4-4—	—	—	—	—	—			
TL—	—	—	—	—	—			

Black ethnic *(continued)*

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Ebony (cont.)

Publisher: John H. Johnson
Other key contacts: Lincoln T. Hudson, Jerry Johnson: Senior V.P.s; Dennis H. Boston, Sandy Sims: V.P.s.

Editorial Description: Ebony is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Photo Editorial," "Sounds" (record review), "Ebony Book Shelf," and "Date With a Dish" (culinary art). The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth and segregation.

Member: ABC
Rate Information:
Rates as of rate card No.48, dated 1/83.

Freq.	BW	4C
1X	17,658	23,856
6X	16,775	22,663
12X	15,892	21,470

Rate Base: 1,400,000 as of 1/83.

Advertising Data:
- 70% of all advertising space is full page ads.
- 80% of all space is run in full color.

Demographic or Regional Editions: Four Regions by States.

Primary SRDS Classification No.: 22

Average Ad/Edit. Ratio: 55/45

Subscriber Demographics:
- Conducted by: Simmons
- Date: 1982
- Sample size: 19,035
- Cooperation/Return rate:
- Data collection method: Interview

A. Age Breakdown:

18-24	28.8%
35-44	19.8%
45-54	9.2%
55 +	14.4%
Median Age	32.4

B. Male/Female Composition:

Male	43.4%
Female	56.6%

C. Household Income:

Under $10,000	25.9%
$10,000-14,999	19.4%
$15,000-19,999	12.0%
$20,000-24,999	10.0%
$25,000 +	32.7%
Median Income	$16,953

D. Occupation:

Mgr. /Admin.	4.1%
Prof/Tech	9.8%
Cler/Sales	20.8%
Other Emp.	33.1%
Not Emp.	32.2%

E. Educational Level:

Not H.S. Grad.	18.3%
H.S. Grad.	38.2%
1-3 Yrs. College	23.4%
Coll. Grad.	11.2%

Essence

Essence Communications, Inc.
1500 Broadway
New York, New York 10036
(212) 730-4260
Published monthly

Publisher: Ed Lewis
Advertising Director and President: Clarence O. Smith

Editorial Description: Essence is the magazine for today's black women. Edited for career-minded, sophisticated and independent achievers. Essence's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC
Rate Information:
Rates as of rate card No.16, dated 1/83.

Freq.	BW	4C
1X	8,670	13,000
6X	8,149.80	12,220
12X	7,629.60	11,440

Rate Base: 700,000 as of 1/83.

Advertising Data:
- 90% of all advertising space is full page ads.
- 75% of all space is run in full color.
- 200 advertisers placed 1/6 or more in 1982.
- 130 advertisers ran 6X or more in 1982.

Special rate cards available: Corporate and Recruitment.

Demographic or Regional Editions: Regionals limited to 2 per issue.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Toiletries & Cosmetics	354.2	38.0%
2. Beer, Wine, Liquor	101.7	10.9%
3. Cigarettes	78.4	8.4%
4. Food	58.4	6.3%
5. Business	51.3	5.5%
All others	288.0	30.9%
Total Ad Pages	932	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Wearing Apparel	132.6	16.5%
2. Business & Industry	78.9	9.8%
3. Food & Nutrition	64.3	8.0%
4. Health & Fitness	47.3	5.9%
5. Beauty & Grooming	43.5	5.4%
All others	439.4	54.5%
Total Edit. Pages	806	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 53.7/46.3

Subscriber Demographics:
- Beauty and Grooming Survey, Signet Research, Inc.: 2000 subscribers.

Jet

Johnson Publishing Company, Inc.
820 South Michigan Avenue
Chicago, Illinois 60605
(312) 322-9200
Published weekly

Publisher: John H. Johnson
Advertising Director: Sandy Sims
Other key contacts: Robert E. Johnson, Associate Publisher & Executive Editor

Editorial Description: Jet is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; People are Talking About; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Health & fitness *(continued)*

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SPORTSTYLE

Fairchild Publishing, div. of Capital Cities Media, Inc.
7 East 12 Street
New York, New York 10003
(212) 741-5970

For more information see complete media profile in the *Men's and Women's Lifestyle* market sections.

Spring

Rodale Press, Inc.
33 East Minor Street
Emmaus, Pennsylvania 18049
(215) 967-5171

See complete media profile in the *Women's Lifestyle* market analysis section.

Weight Watchers Magazine

American/Harlequin Incorporated
575 Lexington Avenue
New York, New York 10022
(212) 888-9166

See complete media profile in the *Women's Special Interest* market analysis section.

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D. Occupation:	
Mgr./Admin.	15%
Prof./Tech.	40%
Cler./Sales	6%
Other Emp.	36%
Not Emp.	2%

E. Educational Level:	
Not H.S. Grad.	33%
H.S. Grad.	26%
1-3 Yrs. College	27%
Coll. Grad.	21%
Post Grad.	22.7%

Seventeen

Triangle Communications, Inc.
850 Third Avenue
New York, New York 10022
(212) 759-8100
Published monthly

Publisher: Frank G. Wolf
Advertising Director: Robert S. Bunge

Editorial Description: Seventeen Magazine is a general service magazine edited to inform and entertain America's young women. Articles, features, fiction and pictoral deal with a wide range of themes: why the high cost of clothes; problems of growing alcoholism among teen-agers; discussions of boy-girl relationships; the impact of women's liberation; etc. Regular monthly departments highlight beauty, fashion, home, travel and careers. Monthly columns include Relating (where reader questions are answered); Hot Lines; Free For All; Here's How and Entertainment (with an emphasis on movies, records, TV and personalities).

Member: ABC
Rate Information:
Rates as of rate card No.37, dated 2/83.

Freq.	BW	4C
1X	14,450	20,900
6X	14,161	20,482
12X	14,016	20,273

Rate Base: 1,500,000 as of 2/83.

Advertising Data:
- 77% of all advertising space is full page ads.
- 79% of all space is run in full color.
- 610 advertisers placed 1/6 or more in 1982.

Special rate cards available: Mail order, Schools and Retail.

Demographic or Regional Editions: Available on request

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Toiletries/cosmetics	552	42.2%
2. Apparel/access.	157	12.0%
3. Footwear	92	7.0%
4. Schools	88	6.7%
5. Drugs/remedies	81	6.2%
All others	337	25.9%
Total Ad Pages	1307	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Wearing apparel	271	26.1%
2. Cultural/humanities	188	18.1%
3. Beauty/grooming	151	14.5%
4. Food/nutrition	91	8.8%
5. Amusements	58	5.6%
All others	281	26.9%
Total Edit. Pages	1040	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 53/47

Market Research Available: Yankelovich's Purchase Influence Study, 1982, studies of back-to-school, Christmas, spring apparel, sports, teen trends; Yankelovich's Brand Loyalty Study, 1981, studies of fragrance, footwear, hair care, personal hygiene, skin care.

Syndicated Research: Simmons and MRI

'Teen

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, California 90069
(213) 657-5100
Published monthly.

Publisher: Robert F. MacLeod
Advertising Director: Robert Brown

Editorial Description: 'Teen is a publication for active, involved 12-to-19 year old girls. Approximately half the editorial package focuses on fashion, beauty and grooming for young women, including information on diet, exercise, current fashion trends and season-by-season beauty care. The balance of editorial material deals with topics of current concern to young people: sexuality, emotions, boy-girl relationships, health, mental and physical development, career and educational guidance and popular entertainment. Special features include advice columns: "Dear Jack," "Dear Jill," "Dear Doctor," "Dear Beauty Editor," as well as fiction, poetry, Hollywood gossip, motion picture and TV fan information.

Member: ABC
Rate Information:
Rates as of rate card No.30, dated 1/83.

Freq.	BW	4C
1X	8,790	13,455

Rate Base: 1,000,000 as of 1/83.

Advertising Data:
- 76.1% of all advertising space is full page ads.
- 77.4% of all space is run in full color.

Demographic or Regional Editions: Eastern, Southern, Central and Western.

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Beauty/Grooming	165	24%
2. Culture/Self-improvement	130	19%
3. Apparel/Accessories	96	14%
4. Amusement	62	9%
5. General Interest	55	8%
All others	179	26%
Total Edit. Pages	687	100%

Primary SRDS Classification No.: 49

Average Ad/Edit. Ratio: 43/57

Syndicated Research: Simmons

Young Miss

Parents Magazine Enterprises
Gruner + Jahr Inc.
685 Third Avenue
New York, New York 10017
(212) 878-8700
Published 10 times per year

Publisher: Milt Franks
Advertising Director: Suzanne H. Rapier

Editorial Description: Young Miss is edited for young girls between the ages of 12-17. Its editorial aim is to help the individual realize her own potential in the teen-age years, to open up her mind to the variety of options she has, to help her achieve a sense of self-confidence and self-achievement. It helps her choose the beauty and fashion look that best suits her. It explores career and educational opportunities, advises her on how to better get along with her peers and parents.

Member: ABC
Rate Information:
Rates as of rate card No. 5, dated 8/83.

Freq.	BW	4C
1X	7,465	11,620
5X		4% discount
10X		8% discount

Rate Base: 750,000 as of 8/83.

Advertising Data:
- 95% of all advertising space is full page ads.
- 80% of all space is run in full color.

Special rate cards available: Mail order

Top Two 1982 Advertising Categories:

	Pct.
1. Health & Beauty Aids	80%
2. Fashion	10%

Top Two 1982 Editorial Categories:

	Pct.
1. Fashion & Beauty	45%
2. Advice	30%

Primary SRDS Classification No.: 49

Average Ad/Edit Ratio: 40/60

Market Research Available: Hair & Skin Care & Beauty Products, sample size: 5,000; 2,000 respondents.

The Folio 400 index is divided into four sections:

The Magazine Index
The magazine index lists the tables in which each magazine appears and shows its rank in The 400. Whenever appropriate, a magazine's ranks in the subsidiary tables are also given. Also included in each listing is the name of the publishing company.

The Market Index
This index consists of a set of consumer market listings followed by a set of trade market listings. Each listing consists of a market name followed by the titles of all the magazines contained in that market. This enables the user to scan all 55 markets quickly in order to find a market which contains specific types of magazines. It is especially useful when there are several markets containing similar magazines, as is the case with the four types of women's markets in the study.

The Corporate Index
This index lists the publishing companies represented by Folio 400 magazines. The companies appear in alphabetical order. Each company's listings includes all of its Folio 400 magazines. Magazines owned by the company but not included in the study are not listed in this index. Therefore, the listings are not complete lists of all of each company's magazines. Only those magazines which qualified for The Folio 400 are listed.

The Advertiser Index
Many publishers have submitted their own performance information as service-oriented advertising. This index lists each advertiser and the page numbers on which its advertising appears.

ABA Journal, American Bar Association
Folio 400 rank: 316
94th by Total Revenue (Business) (72)
26th by Sub. Rev. (Business) (86)
5th by Average Circ. (Business) (74)
26th by Edit. Pgs. per Copy (Busn.) (88)
4th by Sub. Circ. (Business) (85)
Top 10 Growth: Avg. Circ. (82)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
2nd by Net Change Avg. Circ. (89)
3rd by Net Change Sub. Circ. (90)
Mkt. Analysis: Bus. Prof. Svcs. (42)

Advertising Age, Crain Communications
Folio 400 rank: 86
5th by Total Revenue (Business) (72)
15th by Ad Pages (Business) (71)
14th by Sub. Rev. (Business) (86)
6th by Ad Revenue (Business) (73)
24th by Sub. Circ. (Busn.) (85)
Top 10 Growth: Sub. Copies (83)
21st by Net Change Ad Rev. (Busn.) (78)
29th by Net Change Avg. Circ. (89)
20th by Net Change Sub. Circ. (90)
Mkt. Analysis: Marketing (105)

Adweek, ASM Communications, Inc.
Folio 400 rank: 174
29th by Total Revenue (Business) (72)
67th by Ad Pages (Business) (71)
40th by Sub. Rev.(Business) (86)
26th by Ad Revenue (Business) (73)
49th by Sub. Circ. (Business) (85)
Top 10 Growth: Avg. Circ. (22)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
23rd by Net Change Avg. Circ. (89)
8th by Net Change Sub. Circ. (90)
Mkt. Analysis: Marketing (105)

Air Conditioning, Htng., Refrig. News, Business News Publishing Co.
Folio 400 rank: 336
30th by Ad Pages (Business) (71)
45th by Sub. Rev. (Business) (86)
Top 10 Growth: Total Revenue (81)
Top 10 Growth: Ad Revenue (80)
Top 10 Growth: Sub. Revenue (84)

Air Force Times, Army Times Publishing Co.
Folio 400 rank: 164
28th by Ad Pages (5)
6th by Average Subscription Price (13)
Top 10 Growth: Sub. Revenue (25)

Alaska, Alaska Northwest Publishing
Folio 400 rank: 394
Mkt. Analysis: City/Regional (43)

American Artist, Billboard Publications
Folio 400 rank: 344
Top 10 Growth: Total Revenue (20)

American Baby, American Baby, Inc.
Folio 400 rank: 184
74th by Average Circulation (2)
83rd by Annual Circulation (18)
86th by Ad Revenue (4)
Top 10 Growth: Sub. Revenue (25)
Top 10 Growth: Sub. Copies (24)
Mkt. Analysis: Women's Lifestyle (66)
Mkt. Analysis: Women's Service (67)
Mkt. Analysis: Women's Spec. Int. (68)

American Banker, American Banker
Folio 400 rank: 156
23rd by Total Revenue (Business) (72)
51st by Ad Pages (Business) (71)
5th by Sub. Rev. (Busn.) (86)
Top 10 Growth: Total Revenue (81)
Top 10 Growth: Avg. Circ. (82)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
38th by Net Change Avg. Circ. (89)
23rd by Net Change Sub. Circ. (90)
Mkt. Analysis: Bus. Prof. Svcs. (42)

American Family Physician, American Academy of Family Physicians
Folio 400 rank: 285
76th by Total Revenue (Business) (72)
44th by Ad Pages (Business) (71)
40th by Average Circ. (Business) (74)
7th by Ad Pages per Copy (Busn.) (76)
28th by Net Change Ad Pgs. (Busn.) (77)
41st by Net Change Ad Rev. (Busn.) (78)
Mkt. Analysis: Medical (106)

American Health, American Health Partners
Folio 400 rank: 385
45th by Circ. Revenue per Copy (17)
13th by Avg. Edit. Pages per Copy (12)
Mkt. Analysis: Health & Fitness (49)
Consumer Magazine Newcomers (36)

American Journal of Nursing, American Journal of Nursing Co.
Folio 400 rank: 209
43rd by Total Revenue (Business) (72)
9th by Sub. Rev. (Busn.) (86)
6th by Average Circ. (Business) (74)
37th by Edit. Pgs. per Copy (Busn.) (88)
5th by Subscription Circ. (Business) (85)
48th by Pages per Copy (Business) (87)
Mkt. Analysis: Nursing (109)

American Legion Magazine, American Legion Magazine
Folio 400 rank: 183
24th by Average Circulation (2)
33rd by Annual Circulation (18)
Top 10 Growth: Total Revenue (20)
Top 10 Growth: Ad Pages (23)
Top 10 Growth: Sub. Revenue (25)

American Machinist, McGraw-Hill Publications
Folio 400 rank: 265
65th by Total Revenue (Business) (72)
53rd by Ad Pages (Business) (71)
22nd by Edit. Pgs. per Copy (Busn.) (88)
17th by Pages per Copy (Business) (87)
15th by Ad Pages per Copy (Busn.) (76)
26th by Ad Rev. per Copy (Busn.) (75)
Mkt. Analysis: Metals (107)

American Medical News, American Medical Association
Folio 400 rank: 268
68th by Total Revenue (Business) (72)
7th by Average Circ. (Business) (74)
9th by Sub. Circ. (Business) (85)
Magazine Newcomers (Business) (91)
Mkt. Analysis: Medical (106)

American Metal Market, Fairchild Business Publications
Folio 400 rank: 170
27th by Total Revenue (Business) (72)
35th by Ad Pages (Business) (71)
12th by Sub. Rev. (Busn.) (86)
47th by Ad Revenue (Business) (73)
40th by Sub. Circ. (Business) (85)
Mkt. Analysis: Metals (107)

American Photographer, CBS Publications
Folio 400 rank: 250
50th by Avg. Edit. Pages per Copy (12)
Top 10 Growth: Ad Revenue (21)
Top 10 Growth: Ad Pages (23)
34th by Net Change Ad Pages (8)

American Way, American Airlines
Folio 400 rank: 258
86th by Ad Pages (5)
30th by Ad Revenue per Copy (16)
Top 10 Growth: Ad Pages (23)
6th by Net Change Ad Pages (8)
Mkt. Analysis: Inflight (51)

Americana, Americana Magazine, Inc.
Folio 400 rank: 390
Mkt. Analysis: Affluence (37)
Mkt. Analysis: Home Service (50)
Mkt. Analysis: Travel (63)
Consumer Magazine Newcomers (36)

Annals of Internal Medicine, American College of Physicians
Folio 400 rank: 255
61st by Total Revenue (Business) (72)

(numbers in parentheses refer to sections)

68th by Ad Pages (Business) (71)
15th by Sub. Rev. (Busn.) (86)
1st by Edit. Pages per Copy (Busn.) (88)
23rd by Sub. Circ. (Business) (85)
2nd by Pages per Copy (Business) (87)
26th by Ad Pages per Copy (Busn.) (76)
2nd by Ad Rev. per Copy (Busn.) (75)
Top 10 Growth: Total Revenue (81)
Top 10 Growth: Ad Revenue (80)
Top 10 Growth: Ad Pages (79)
Top 10 Growth: Sub. Revenue (84)
5th by Net Change Ad Pgs. (Busn.) (77)
20th by Net Change Ad Rev. (Busn.) (78)
50th by Net Change Avg. Circ. (89)
26th by Net Change Sub. Circ. (90)
Mkt. Analysis: Medical (106)

The AOPA Pilot, Aircraft Owners & Pilots Association
Folio 400 rank: 276
73rd by Total Revenue (Business) (72)
18th by Sub. Rev. (Busn.) (86)
11th by Average Circ. (Business) (74)
7th by Subscription Circ. (Business) (85)
Mkt. Analysis: Aviation (92)

Architectural Digest, Knapp Communications Corporation
Folio 400 rank: 39
42nd by Ad Revenue (4)
37th by Ad Pages (5)
21st by Total Revenue, Monthlies (14)
30th by Subscription Revenue (15)
16th by Ad Pages, Monthlies (6)
25th by Ad Revenue, Monthlies (7)
99th by Annual Newsstand Copies (34)
95th by Avg. Newsstand Copies (29)
53rd by Newsstand Revenue (33)
13th by Average Pages per Copy (10)
16th by Avg. Ad Pages per Copy (11)
19th by Ad Revenue per Copy (16)
11th by Circ. Revenue per Copy (17)
20th by Avg. Edit. Pages per Copy (12)
4th by Average Subscription Price (13)
22nd by Net Change Ad Revenue (9)
Mkt. Analysis: Affluence (37)
Mkt. Analysis: Home Service (50)

Architectural Record, McGraw-Hill Publ.
Folio 400 rank: 206
42nd by Total Revenue (Business) (72)
80th by Ad Pages (Business) (71)
24th by Sub. Rev. (Busn.) (86)
43rd by Edit. Pgs. per Copy (Busn.) (88)
45th by Ad Revenue (Business) (73)
25th by Sub. Circ. (Business) (85)
38th by Pages per Copy (Business) (87)
31st by Ad Rev. per Copy (Busn.) (75)
Top 10 Growth: Avg. Circ. (82)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
1st by Net Change Avg. Circ. (89)
2nd by Net Change Sub. Circ. (90)
Mkt. Analysis: Architecture (94)

Arizona Highways, State of Arizona Dept. of Transportation
Folio 400 rank: 221

Army Times, Army Times Publishing Co.
Folio 400 rank: 155
32nd by Ad Pages (5)
7th by Average Subscription Price (13)

The Atlantic, The Atlantic Monthly Co.
Folio 400 rank: 216
Top 10 Growth: Ad Revenue (21)
Top 10 Growth: Ad Pages (23)
38th by Net Change Ad Pages (8)
77th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Affluence (37)
Mkt. Analysis: Gen. Int. Lit. (48)

Audio, CBS Publications
Folio 400 rank: 369
Consumer Magazine Newcomers (36)

Audubon, National Audubon Society
Folio 400 rank: 169
2nd by Circ. Revenue per Copy (17)
26th by Average Subscription Price (13)
Top 10 Growth: Total Revenue (20)
Top 10 Growth: Avg. Circ. (22)
Top 10 Growth: Sub. Revenue (25)
84th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Science (60)

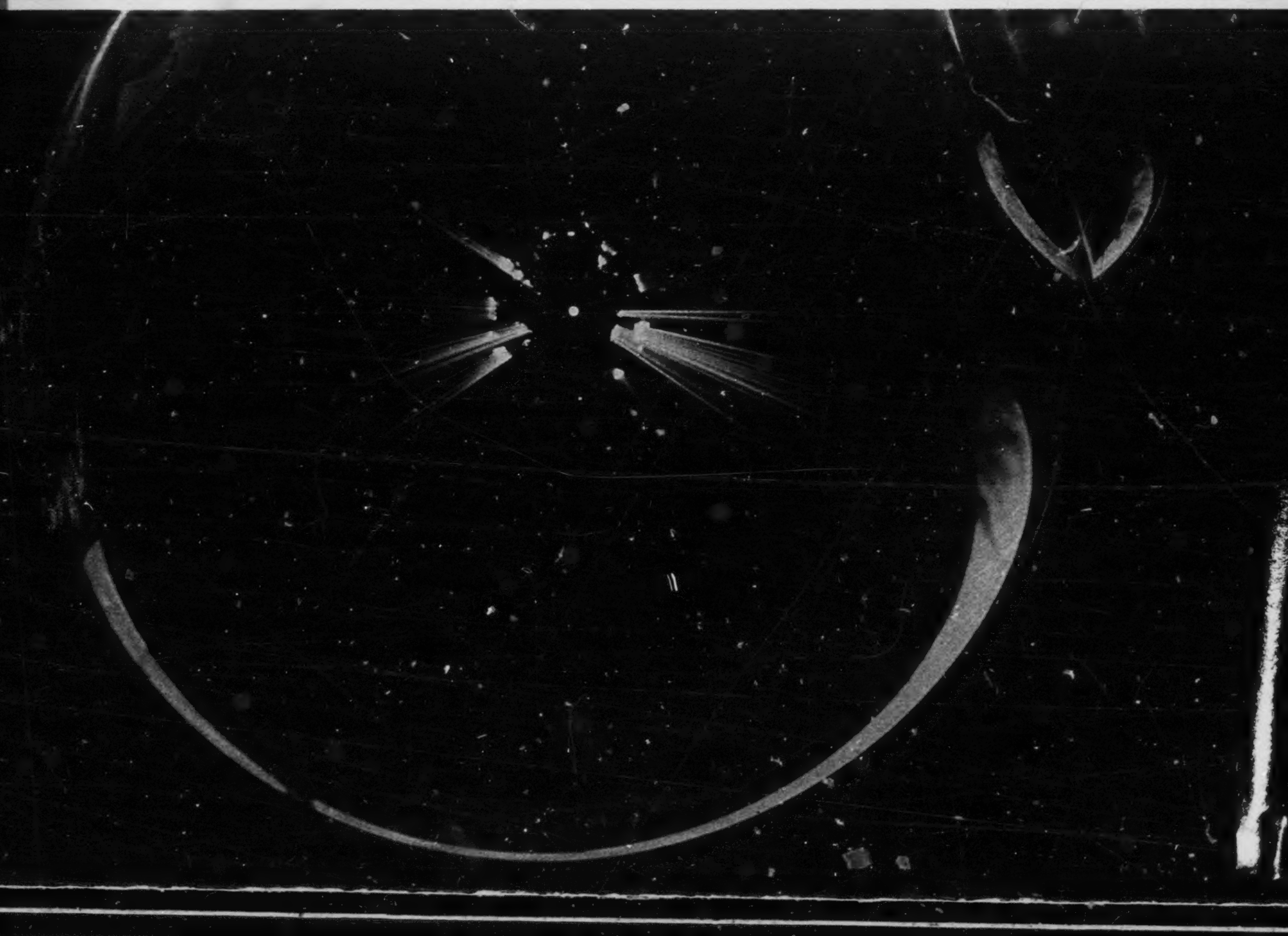
Automotive News, Crain Communications Inc.
Folio 400 rank: 199
39th by Total Revenue (Business) (72)
58th by Ad Pages (Business) (71)
20th by Sub. Rev. (Busn.) (86)
44th by Ad Revenue (Business) (73)
33rd by Sub. Circ. (Busn.) (85)
40th by Net Change Ad Rev. (Busn.) (78)
Mkt. Analysis: Auto. (Business) (95)

Autoweek, Crain Communications
Folio 400 rank: 323
35th by Ad Pages (5)
Top 10 Growth: Total Revenue (20)
Top 10 Growth: Ad Revenue (21)
Top 10 Growth: Avg. Circ. (22)
Top 10 Growth: Sub. Copies (24)
Top 10 Growth: Newstnd. Copies (32)
27th by Net Change Ad Pages (8)
[illegible]6th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Automotive (38)

Aviation Week & Space Technology, McGraw-Hill Publications
Folio 400 rank: 82
3rd by Total Revenue (Business) (72)
25th by Ad Pages (Business) (71)
6th by Sub. Rev. (Busn.) (86)
29th by Average Circ. (Business) (74)
15th by Sub. Circ. (Busn.) (85)
Top 10 Growth: Avg. Circ. (82)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
22nd by Net Change Ad Rev. (Busn.) (78)
9th by Net Change Avg. Circ. (89)
6th by Net Change Sub. Circ. (90)

(numbers in parentheses refer to sections)

(Advertisement)



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Mkt. Analysis: Aviation	(92)

Bakery Production & Marketing, Gorman Publishing

Folio 400 rank: 326	
97th by Total Revenue (Business)	(72)
46th by Ad Pages (Business)	(71)
13th by Ad Pgs. per Copy (Busn.)	(76)
6th by Ad Rev. per Copy (Busn.)	(75)
Top 10 Growth: Avg. Circ.	(82)
49th by Net Change Ad Rev. (Busn.)	(78)

Barron's, Dow Jones & Company

Folio 400 rank: 88	
74th by Annual Circulation	(18)
19th by Ad Pages	(5)
46th by Annual Newsstand Copies	(34)
56th by Newsstand Revenue	(33)
17th by Net Change Ad Pages	(8)
52nd by Net Change Nwstnd. Circ.	(27)
Mkt. Analysis: Affluence	(37)
Mkt. Analysis: Financial	(46)

Bassmaster, B.A.S.S., Inc.

Folio 400 rank: 190	
41st by Circ. Revenue per Copy	(17)
Top 10 Growth: Total Revenue	(20)
Top 10 Growth: Ad Pages	(23)
Top 10 Growth: Sub. Revenue	(25)
Top 10 Growth: Newstnd. Copies	(32)
32nd by Net Change Nwstnd. Circ.	(27)
Mkt. Analysis: Outdoor	(58)

Better Homes & Gardens, Meredith Corporation

Folio 400 rank: 12	
7th by Average Circulation	(2)
17th by Annual Circulation	(18)
12th by Ad Revenue	(4)
53rd by Ad Pages	(5)
5th by Total Revenue, Monthlies	(14)
7th by Subscription Revenue	(15)
29th by Ad Pages, Monthlies	(6)
3rd by Ad Revenue, Monthlies	(7)
31st by Annual Newsstand Copies	(34)
25th by Average Newsstand Copies	(29)
42nd by Newsstand Revenue	(33)
5th by Avg. Subscription Copies	(3)
28th by Average Pages per Copy	(10)
31st by Average Ad Pages per Copy	(11)
50th by Avg. Edit. Pages per Copy	(12)
Top 10 Growth: Newstnd. Copies	(32)
31st by Net Change Sub. Circ.	(31)
Mkt. Analysis: Home Service	(50)
Mkt. Analysis: Women's Service	(67)

Bicycling, Rodale Press, Inc.

Folio 400 rank: 270	
Top 10 Growth: Total Revenue	(20)
Top 10 Growth: Ad Revenue	(21)
Top 10 Growth: Ad Pages	(23)
Top 10 Growth: Avg. Circ.	(22)
Top 10 Growth: Newstnd. Revenue	(26)
20th by Net Change Ad Pages	(8)
37th by Net Change Nwstnd. Circ.	(27)
Mkt. Analysis: Sports	(61)

Billboard, Billboard Publications

Folio 400 rank: 159	
24th by Total Revenue (Business)	(72)
61st by Ad Pages (Business)	(71)
7th by Sub. Rev. (Busn.)	(86)
50th by Ad Revenue (Business)	(73)
36th by Sub. Circ. (Business)	(85)
Mkt. Analysis: Communications	(97)

Black Enterprise, Earl G. Graves Publishing Company

Folio 400 rank: 226	
36th by Ad Revenue per Copy	(16)
Top 10 Growth: Ad Revenue	(21)
Top 10 Growth: Avg. Circ.	(22)
Top 10 Growth: Newstnd. Copies	(32)
49th by Net Change Nwstnd. Circ.	(27)
Mkt. Analysis: Black Ethnic	(39)
Mkt. Analysis: Bus. General	(41)

The Blood Horse, Thoroughbred Owners and Breeders Association

Folio 400 rank: 264	
64th by Total Revenue (Business)	(72)
2nd by Ad Pages (Business)	(71)
38th by Sub. Rev. (Busn.)	(86)
30th by Ad Pgs. per Copy (Busn.)	(76)
39th by Ad Rev. per Copy (Busn.)	(75)
Top 10 Growth: Avg. Circ.	(82)
Top 10 Growth: Sub. Copies	(83)
Top 10 Growth: Sub. Revenue	(84)
44th by Net Change Avg. Circ.	(89)
25th by Net Change Sub. Circ.	(90)

Boating, Ziff-Davis Publications

Folio 400 rank: 196	
58th by Ad Pages	(5)
33rd by Ad Pages, Monthlies	(6)
42nd by Average Pages per Copy	(10)
37th by Average Ad Pages per Copy	(11)
16th by Ad Revenue per Copy	(16)
64th by Net Change Nwstnd. Circ.	(27)

Bon Appetit, Knapp Communications Corp.

Folio 400 rank: 52	
56th by Average Circulation	(2)
67th by Annual Circulation	(18)
50th by Ad Revenue	(4)
75th by Ad Pages	(5)
32nd by Total Revenue, Monthlies	(14)
38th by Subscription Revenue	(15)
48th by Ad Pages, Monthlies	(6)
32nd by Ad Revenue, Monthlies	(7)
75th by Annual Newsstand Copies	(34)
73rd by Average Newsstand Copies	(29)
72nd by Newsstand Revenue	(33)
41st by Avg. Subscription Copies	(3)
94th by Average Pages per Copy	(10)
Mkt. Analysis: Affluence	(37)
Mkt. Analysis: Culinary	(45)

Boston, Metrocorp

Folio 400 rank: 280	
38th by Ad Pages	(5)
17th by Ad Pages, Monthlies	(6)

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WHAT MAKES OMNI THE WORLD'S LEADING SCIENCE MAGAZINE?

Nearly 5,000,000 Readers.

Month after month,
OMNI has 53% more readers
than Discover,
147% more readers than Science '83,
102% more readers than
Science Digest
and 75% more readers
than Scientific American.

OMNI

MRI, Spring 1983

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15th by Average Pages per Copy (10)
18th by Average Ad Pages per Copy (11)
13th by Ad Revenue per Copy (16)
21st by Avg. Edit. Pages per Copy (12)
Top 10 Growth: Sub. Revenue (25)
70th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: City/Regional (43)

Boy's Life, Boy Scouts of America
Folio 400 rank: 182
47th by Average Circulation (2)
55th by Annual Circulation (18)
30th by Avg. Subscription Copies (3)
Mkt. Analysis: Youth (69)

Brides, Conde Nast Publications
Folio 400 rank: 83
59th by Ad Revenue (4)
33rd by Ad Pages (5)
80th by Annual Newsstand Copies (34)
43rd by Average Newsstand Copies (29)
64th by Newsstand Revenue (33)
1st by Average Pages per Copy (10)
2nd by Average Ad Pages per Copy (11)
1st by Ad Revenue per Copy (16)
23rd by Circ. Revenue per Copy (17)
10th by Avg. Edit. Pages per Copy (12)
Top 10 Growth: Newstnd. Revenue (26)
Top 10 Growth: Newstnd. Copies (32)
41st by Net Change Ad Pages (8)
43rd by Net Change Ad Revenue (9)
17th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Bridal (40)

Builder (NAHB), Hanley-Wood, Inc.
Folio 400 rank: 357
28th by Sub. Rev. (Busn.) (86)
32nd by Average Circ. (Business) (74)
19th by Sub. Circ. (Busn.) (85)
Top 10 Growth: Sub. Revenue (84)
Mkt. Analysis: Housing (104)

Building Supply News, Cahners Publishing Company
Folio 400 rank: 356
79th by Ad Pages (Business) (71)
34th by Ad Pages per Copy (Busn.) (76)
13th by Ad Rev. per Copy (Busn.) (75)
Top 10 Growth: Avg. Circ. (82)
45th by Net Change Avg. Circ. (89)
Mkt. Analysis: Housing (104)

Business & Commercial Aviation, Ziff-Davis Publishing Co.
Folio 400 rank: 251
59th by Total Revenue (Business) (72)
34th by Edit. Pgs. per Copy (Busn.) (88)
42nd by Ad Revenue (Business) (73)
44th by Pages per Copy (Business) (87)
8th by Ad Revenue per Copy (Busn.) (75)
Magazine Newcomers (Business) (91)
Mkt. Analysis: Aviation (92)

Business Insurance, Crain Communications, Inc.
Folio 400 rank: 297
82nd by Total Revenue (Business) (72)
77th by Ad Pages (Business) (71)
48th by Sub. Revenue (Business) (86)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
37th by Net Change Ad Pgs. (Busn.) (77)
42nd by Net Change Ad Rev. (Busn.) (78)
43rd by Net Change Avg. Circ. (89)
29th by Net Change Sub. Circ. (90)
Mkt. Analysis: Bus. Prof. Svcs. (42)

Business Week, McGraw-Hill Publ.
Folio 400 rank: 15
84th by Average Circulation (2)
28th by Annual Circulation (18)
7th by Ad Revenue (4)
1st by Ad Pages (5)
19th by Subscription Revenue (15)
96th by Newsstand Revenue (33)
22nd by Ad Revenue per Copy (16)
10th by Average Sub. Price (13)
57th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Affluence (37)
Mkt. Analysis: Bus. General (41)
Mkt. Analysis: Weeklies (64)

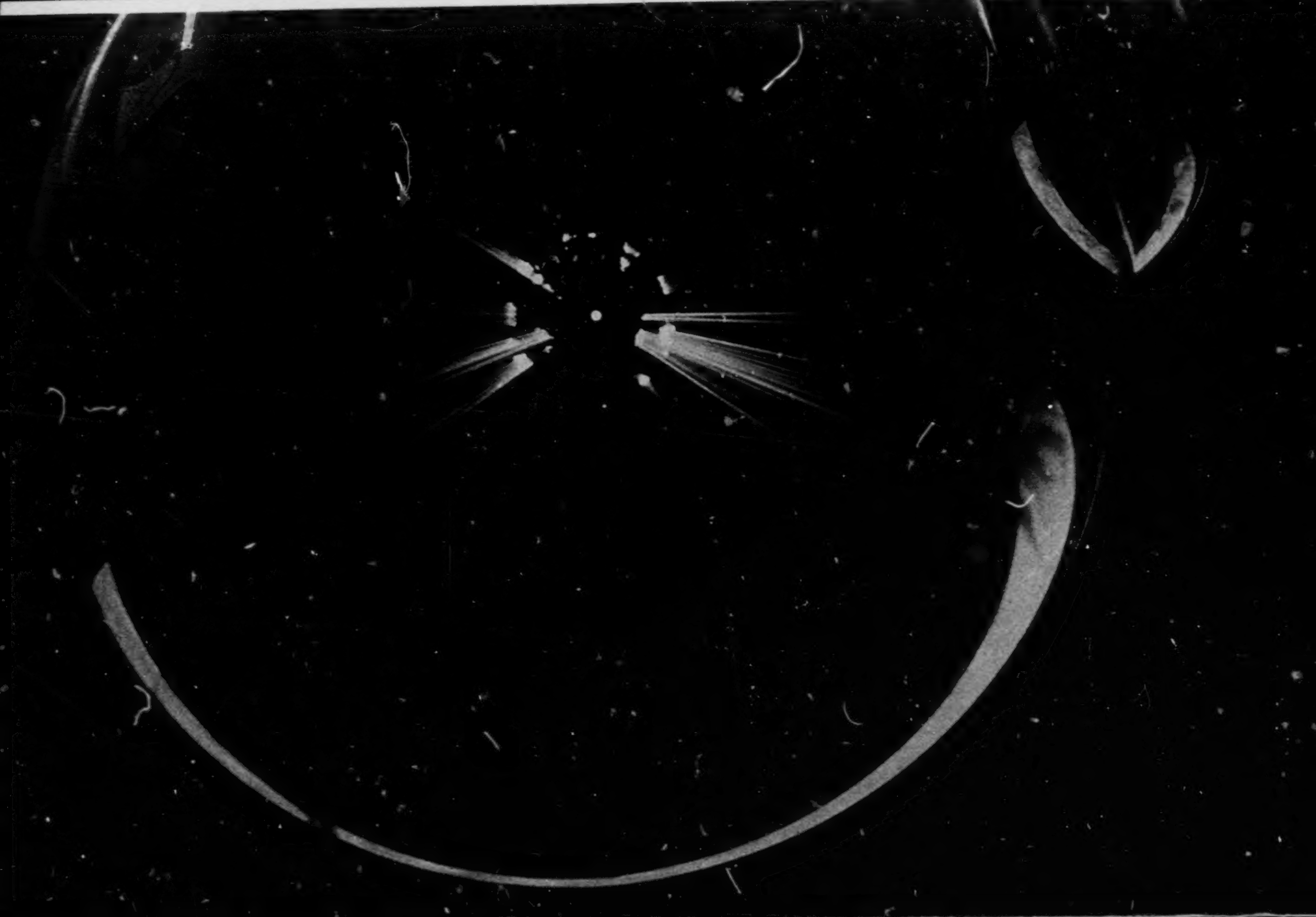
Byte, McGraw-Hill Publications
Folio 400 rank: 74
48th by Ad Revenue (4)
3rd by Ad Pages (5)
46th by Total Revenue, Monthlies (14)
1st by Total Revenue, Monthlies (14)
31st by Ad Revenue, Monthlies (7)
1st by Average Pages per Copy (10)
1st by Average Ad Pages per Copy (11)
3rd by Ad Revenue per Copy (16)
39th by Circ. Revenue per Copy (17)
1st by Avg. Edit. Pages per Copy (12)
Top 10 Growth: Total Revenue (20)
Top 10 Growth: Ad Revenue (21)
Top 10 Growth: Ad Pages (23)
Top 10 Growth: Avg. Circ. (22)
Top 10 Growth: Sub. Revenue (25)
Top 10 Growth: Sub. Copies (24)
Top 10 Growth: Newstnd. Revenue (26)
Top 10 Growth: Newstnd. Copies (32)
1st by Net Change Ad Pages (8)
7th by Net Change Ad Revenue (9)
32nd by Net Change Circ. (30)
48th by Net Change Sub. Circ. (31)
14th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Computers (Home) (44)

Cablevision, Titsch Communications, Inc.
Folio 400 rank: 261
63rd by Total Revenue (Business) (72)
10th by Ad Pages (Business) (71)
18th by Ad Rev. per Copy (Busn.) (75)
Mkt. Analysis: Communications (97)
Magazine Newcomers (Business) (91)

California, California Magazine, Inc.
Folio 400 rank: 223
95th by Ad Pages (5)
49th by Average Pages per Copy (10)
44th by Ad Revenue per Copy (16)

(numbers in parentheses refer to sections)

(Advertisement)



43rd by Avg. Edit. Pages per Copy (12)
44th by Net Change Ad Pages (8)
69th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: City/Regional (43)

Car & Driver, Ziff-Davis Publications
Folio 400 rank: 67
97th by Average Circulation (2)
46th by Ad Revenue (4)
80th by Ad Pages (5)
41st by Total Revenue, Monthlies (14)
29th by Ad Revenue, Monthlies (7)
66th by Annual Newsstand Copies (34)
64th by Average Newsstand Copies (29)
77th by Newsstand Revenue (33)
31st by Ad Revenue per Copy (16)
23rd by Net Change Ad Revenue (9)
42nd by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Automotive (38)

Car Craft, Petersen Publishing Co.
Folio 400 rank: 163
94th by Ad Pages (5)
64th by Annual Newsstand Copies (34)
60th by Average Newsstand Copies (29)
75th by Newsstand Revenue (33)
Top 10 Growth: Ad Revenue (21)
Top 10 Growth: Ad Pages (23)
14th by Net Change Ad Pages (8)
Mkt. Analysis: Automotive (38)

Catholic Digest, Catholic Digest inc.
Folio 400 rank: 310
Top 10 Growth: Sub. Revenue (25)

Changing Times, The Kiplinger Organization
Folio 400 rank: 71
49th by Average Circulation (2)
57th by Annual Circulation (18)
91st by Ad Revenue (4)
44th by Total Revenue, Monthlies (14)
27th by Subscription Revenue (15)
32nd by Avg. Subscription Copies (3)
Top 10 Growth: Ad Revenue (21)
Top 10 Growth: Ad Pages (23)
Top 10 Growth: Sub. Revenue (25)
39th by Net Change Ad Pages (8)
44th by Net Change Ad Revenue (9)
Mkt. Analysis: Affluence (37)
Mkt. Analysis: Personal Finance (59)

Chemical & Engineering News, American Chemical Society
Folio 400 rank: 233
51st by Total Revenue (Business) (72)
21st by Sub. Revenue (Business) (86)
35th by Average Circ. (Business) (74)
17th by Sub. Circ. (Business) (85)
30th by Net Change Avg. Circ. (89)
21st by Net Change Sub. (90)
Mkt. Analysis: Chemical Proc. Ind. (96)

Chemical Engineering, McGraw-Hill Publ.
Folio 400 rank: 148
21st by Total Revenue (Business) (72)
27th by Ad Pages (Business) (71)
34th by Sub. Revenue (Busn.) (86)
35th by Edit. Pgs. per Copy (Busn.) (88)
18th by Ad Revenue (Business) (73)
28th by Sub. Circ. (Business) (85)
39th by Pages per Copy (Business) (87)
36th by Ad Rev. per Copy (Business) (75)
33rd by Net Change Sub. Circ. (90)
Mkt. Analysis: Chemical Proc. Ind. (96)

Chemical Equipment, Gordon Publications
Folio 400 rank: 339
40th by Ad Rev. per Copy (Busn.) (75)
Magazine Newcomers (Business) (91)
Mkt. Analysis: Chemical Proc. Ind. (96)

Chemical Marketing Reporter/Chemical Business, Schnell Publishing Company
Folio 400 rank: 340
29th by Ad Pages (Business) (71)
47th by Sub. Rev. (Business) (86)

Chemical Processing, Putman Publishing Co.
Folio 400 rank: 308
83th by Total Revenue (Business) (72)
75th by Ad Pages (Business) (71)
47th by Ad Pages per Copy (Busn.) (76)
Mkt. Analysis: Chemical Proc. Ind. (96)

Chemical Week, McGraw-Hill Publications
Folio 400 rank: 187
32nd by Total Revenue (Business) (72)
57th by Ad Pages (Business) (71)
36th by Sub. Rev. (Busn.) (86)
31st by Ad Revenue (Business) (73)
38th by Sub. Circ. (Business) (85)
Mkt. Analysis: Chemical Proc. Ind. (96)

Cheri, Cheri Enterprises
Folio 400 rank: 129
42nd by Annual Newsstand Copies (34)
35th by Average Newsstand Copies (29)
27th by Newsstand Revenue (33)
14th by Circ. Revenue per Copy (17)
13th by Average Subscription Price (13)
Mkt. Analysis: Men's Entertainment (54)

Chic, Chic Magazine, Inc.
Folio 400 rank: 278
86th by Annual Newsstand Copies (34)
84th by Average Newsstand Copies (29)
55th by Newsstand Revenue (33)
8th by Circ Revenue per Copy (17)
15th by Average Subscription Price (13)
Mkt. Analysis: Men's Entertainment (54)

Chicago, WFMT, Inc.
Folio 400 rank: 158
98th by Ad Revenue (4)
25th by Ad Pages (5)
10th by Ad Pages, Monthlies (6)
9th by Average Pages per Copy (10)

(Advertisement)

(numbers in parentheses refer to sections)

WHAT MAKES OMNI THE WORLD'S LEADING SCIENCE MAGAZINE?

Cost-Efficiency.

OMNI ranks #1 in cost-efficiency on total adults against Discover, Science '83, Science Digest and Scientific American.

OMNI

MRI, Spring 1983

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12th by Average Ad Pages per Copy (11)
18th by Ad Revenue per Copy (16)
11th by Avg. Edit. Pages per Copy (12)
Mkt. Analysis: City/Regional (43)

Christianity Today, Christianity Today
Folio 400 rank: 318

The Chronicle of Higher Education, Chronicle of Higher Education
Folio 400 rank: 273
71st by Total Revenue (Business) (72)
74th by Ad Pages (Business) (71)
19th by Sub. Rev. (Business) (86)
29th by Subs. Circ. (Business) (85)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
50th by Net Change Ad Pgs. (Busn.) (77)
27th by Net Change Avg. Circ. (89)
19th by Net Change Sub. Circ. (90)
Mkt. Analysis: Education (100)

Circus, Circus Enterprises Corp.
Folio 400 rank: 366
96th by Annual Newsstand Copies (34)
92nd by Average Nwstnd. Copies (29)
97th by Newsstand Revenue (33)
Top 10 Growth: Total Revenue (20)
Top 10 Growth: Avg. Circ. (22)
Top 10 Growth: Newstnd. Revenue (26)
Top 10 Growth: Newstnd. Copies (32)
15th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Youth (69)

Club, Fiona Press
Folio 400 rank: 95
35th by Annual Newsstand Copies (34)
28th by Average Newsstand Copies (29)
17th by Newsstand Revenue (33)
7th by Circ. Revenue per Copy (17)
24th by Average Sub. Price (13)
Top 10 Growth: Newstnd. Revenue (26)
Top 10 Growth: Newstnd. Copies (32)
Mkt. Analysis: Men's Entertainment (54)

Club International, Fiona Press
Folio 400 rank: 232
63rd by Annual Newsstand Copies (34)
59th by Average Newsstand Copies (29)
43rd by Newsstand Revenue (33)
10th by Circ. Revenue per Copy (17)
20th by Average Subscription Price (13)
Mkt. Analysis: Men's Entertainment (54)

Coal Age, McGraw-Hill Publications
Folio 400 rank: 343
72nd by Ad Pages (Business) (71)
29th by Ad Pages per Copy (Busn.) (76)
1st by Ad Revenue per Copy (Busn.) (75)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
38th by Net Change Sub. Circ. (90)

Co-ed, Scholastic Inc.
Folio 400 rank: 243
88th by Average Circulation (2)
Mkt. Analysis: Youth (69)

Colonial Homes, Hearst Publications
Folio 400 rank: 178
68th by Average Newsstand Copies (29)
90th by Newsstand Revenue (33)
36th by Circ. Revenue per Copy (17)
Mkt. Analysis: Home Service (50)

Communications News, HBJ Publications
Folio 400 rank: 383
2nd by Edit. Pgs. per Copy (Busn.) (88)
13th by Pages per Copy (Business) (87)
33rd by Ad Rev. per Copy (Busn.) (75)
Mkt. Analysis: Communications (97)
Magazine Newcomers (Business) (91)

Compute, Small Systems Services, Inc.
Folio 400 rank: 363
61st by Ad Pages (5)
36th by Ad Pages, Monthlies (6)
26th by Average Pages per Copy (10)
42nd by Average Ad Pgs. per Copy (11)
32nd by Circ. Revenue per Copy (17)
27th by Avg. Edit. Pgs. per Copy (12)
44th by Average Sub. Price (13)
Mkt. Analysis: Computers (Home) (44)
Consumer Magazine Newcomers (36)

Computer Decisions, Hayden Publishing Company
Folio 400 rank: 239
54th by Total Revenue (Business) (72)
84th by Ad Pages (Business) (71)
37th by Average Circ. (Business) (74)
28th by Edit. Pgs. per Copy (Busn.) (88)
38th by Ad Revenue (Business) (73)
26th by Pages per Copy (Business) (87)
40th by Ad Pages per Copy (Busn.) (76)
45th by Ad Rev. per Copy (Busn.) (75)
Top 10 Growth: Total Revenue (81)
Top 10 Growth: Ad Revenue (80)
33rd by Net Change Ad Pgs. (Busn.) (77)
19th by Net Change Ad Rev. (Busn.) (78)
20th by Net Change Avg. Circ. (89)
Mkt. Analysis: Computers (Busn.) (98)

Computer Design, PennWell Publishing Company
Folio 400 rank: 230
50th by Total Revenue (Business) (72)
47th by Ad Pages (Business) (71)
12th by Edit. Pgs. per Copy (Busn.) (88)
36th by Ad Revenue (Business) (73)
8th by Pages per Copy (Business) (87)
9th by Ad Pages per Copy (Busn.) (76)
24th by Ad Rev. per Copy (Busn.) (75)
Top 10 Growth: Total Revenue (81)
Top 10 Growth: Avg. Circ. (82)
Top 10 Growth: Sub. Copies (83)

(numbers in parentheses refer to sections)

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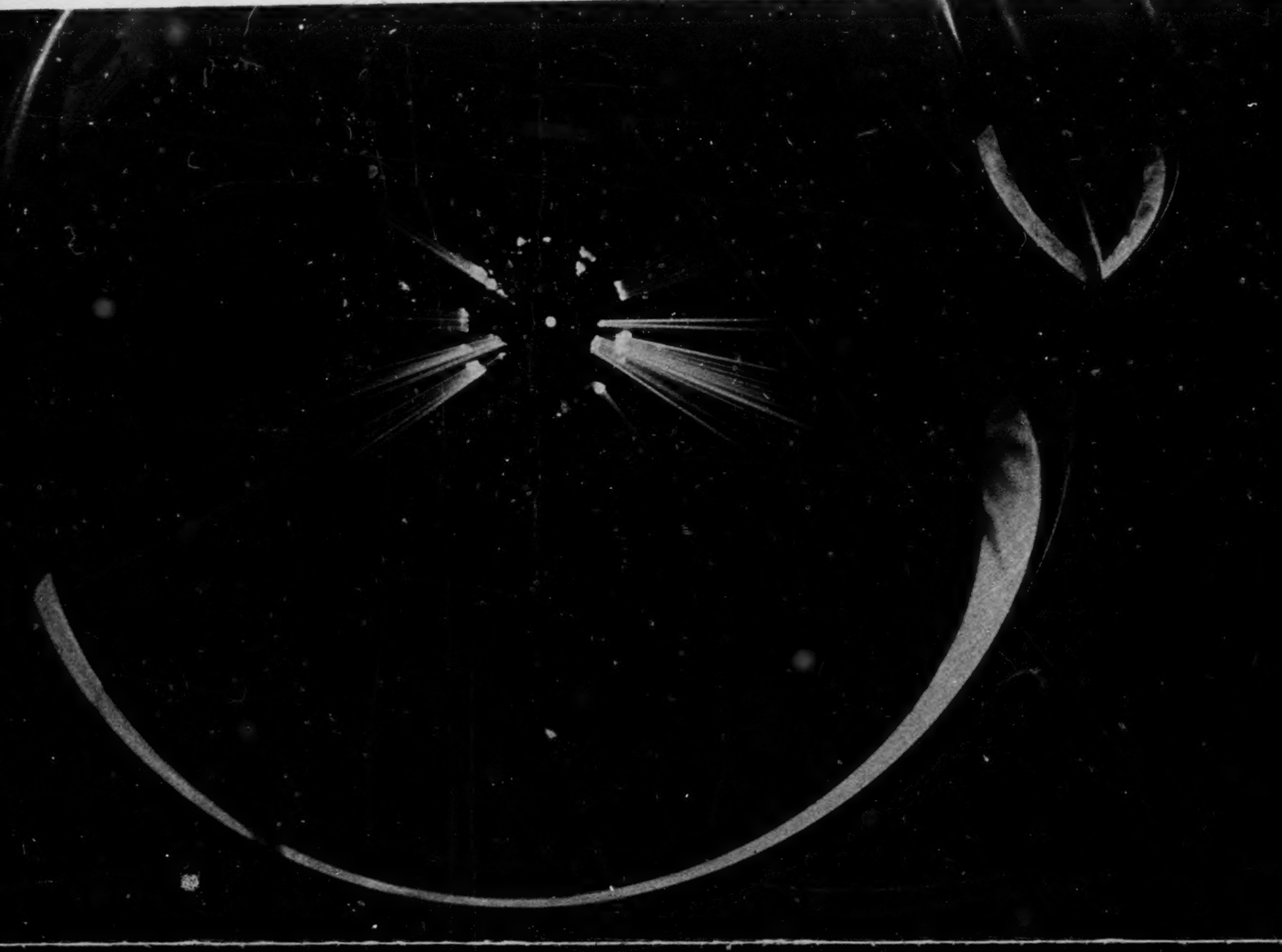

Top 10 Growth: Sub. Revenue (84)
27th by Net Change Ad Pgs. (Busn.) (77)
24th by Net Change Ad Rev. (Busn.) (78)
5th by Net Change Avg. Circ. (89)
22nd by Net Change Sub. Circ. (90)
Mkt. Analysis: Electronics (101)
Mkt. Analysis: Computers (Busn.) (98)

Computer Systems News, CMP Publications
Folio 400 rank: 287
78th by Total Revenue (Business) (72)
70th by Ad Pages (Business) (71)
Top 10 Growth: Total Revenue (81)
Top 10 Growth: Ad Revenue (80)
Top 10 Growth: Ad Pages (79)
16th by Net Change Ad Pgs. (Busn.) (77)
10th by Net Change Ad Rev. (Busn.) (78)
40th by Net Change Avg. Circ. (89)
Mkt. Analysis: Computers (Busn.) (98)

Computers & Electronics, Ziff-Davis Publishing Co.
Folio 400 rank: 154
Top 10 Growth: Total Revenue (20)
Top 10 Growth: Sub. Revenue (25)
Top 10 Growth: Newstnd. Revenue (26)
Top 10 Growth: Newstnd. Copies (32)
35th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Computers (Home) (44)

Computerworld, C.W. Communications
Folio 400 rank: 53
1st by Total Revenue (Business) (72)
5th by Ad Pages (Business) (71)
10th by Sub. Rev. (Business) (86)
42nd by Average Circ. (Business) (74)
1st by Ad Revenue (Business) (73)
18th by Sub. Circ. (Business) (85)
Top 10 Growth: Total Revenue (81)
Top 10 Growth: Ad Revenue (80)
Top 10 Growth: Ad Pages (79)
Top 10 Growth: Avg. Circ. (82)
Top 10 Growth: Sub. Copies (83)
Top 10 Growth: Sub. Revenue (84)
25th by Net Change Ad Pgs. (Busn.) (77)
3rd by Net Change Ad Rev. (Busn.) (78)
17th by Net Change Avg. Circ. (89)
11th by Net Change Sub. Circ. (90)
Mkt. Analysis: Computers (Busn.) (98)

Constuction Equipment, Cahners Publishing
Folio 400 rank: 396
Mkt. Analysis: Construction (99)

Consultant, Cliggot Publishing
Folio 400 rank: 249
58th by Total Revenue (Business) (72)
41st by Ad Pages (Business) (71)
38th by Average Circ. (Business) (74)
4th by Edit. Pgs. per Copy (Busn.) (88)
41st by Ad Revenue (Business) (73)
4th by Pages per Copy (Busn.) (87)
4th by Ad Pages per Copy (Busn.) (76)
Top 10 Growth: Total Revenue (81)
Top 10 Growth: Ad Revenue (80)
Top 10 Growth: Ad Pages (79)
15th by Net Change Ad Pgs. (Busn.) (77)
17th by Net Change Ad Rev. (Busn.) (78)
Mkt. Analysis: Medical (106)

Consumer Reports, Consumers Union
Folio 400 rank: 41
20th by Average Circulation (2)
30th by Annual Circulation (18)
23rd by Total Rev., Monthlies (14)
11th by Subscription Revenue (15)
90th by Annual Newsstand Copies (34)
88th by Average Newsstand Copies (29)
93rd by Newsstand Revenue (33)
12th by Avg. Subscription Copies (3)
Top 10 Growth: Newstnd. Revenue (26)
95th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Personal Finance (59)

Consumers Digest, Consumers Digest Inc.
Folio 400 rank: 242
85th by Average Circulation (2)
Mkt. Analysis: Personal Finance (59)

Control Engineering, Dun & Bradstreet Corporation
Folio 400 rank: 353
90th by Ad Pages (Business) (71)
46th by Pages per Copy (Busn.) (87)
48th by Ad Pages per Copy (Busn.) (76)
50th by Ad Rev. per Copy (Busn.) (75)
Top 10 Growth: Avg. Circ. (82)
50th by Net Change Ad Rev. (Busn.) (78)
35th by Net Change Avg. Circ. (89)
Mkt. Analysis: Prod. Design Eng. (112)
Mkt. Analysis: Electronics (101)

Cosmopolitan, Hearst Publications
Folio 400 rank: 18
22nd by Average Circulation (2)
32nd by Annual Circulation (18)
18th by Ad Revenue (4)
17th by Ad Pages (5)
7th by Total Revenue, Monthlies (14)
5th by Ad Pages, Monthlies (6)
5th by Ad Revenue, Monthlies (7)
10th by Annual Newsstand Copies (34)
7th by Average Newsstand Copies (29)
9th by Newsstand Revenue (33)
6th by Average Pages per Copy (10)
7th by Average Ad Pages per Copy (11)
42nd by Ad Revenue per Copy (16)
48th by Circ. Revenue per Copy (17)
7th by Avg. Edit. Pages per Copy (12)
46th by Average Sub. Price (13)
Top 10 Growth: Sub. Copies (24)
Top 10 Growth: Newstnd. Revenue (26)
Top 10 Growth: Newstnd. Copies (32)
14th by Net Change Ad Revenue (9)
36th by Net Change Circ. (30)
46th by Net Change Sub. Circ. (31)
25th by Net Change Nwstnd. Circ. (27)
Mkt. Analysis: Women's Lifestyle (66)

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